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WHOLESALE PRICE LIST FOR FLORISTS

Spring Edition

1929

FLOWER SEEDS

(American and European Novelties)

BULBS

Begonias, Caladiums
Cannas, Gladioli,
Gloxinias, and all
Leading Florists' Kinds

Fertilizers and
Supplies

New Annual Larkspur
"La France"

AMERICAN BULB COMPANY

Importers & Growers

CHICAGO - NEW YORK

1335-1341 WEST
RANDOLPH STREET

6 MURRAY STREET
WEST OF BROADWAY



NEW
FREE BLOOMING
"ALL PURPOSE"
PETUNIA
"THEODOSIA"

(Illustrated Opposite)

The result of over 40 years of selection by Shepherd's, the famous Petunia Hybridists of California. Introduced to the trade by the American Bulb Co. in 1927 — and has probably enjoyed the largest sale of any Petunia ever offered. Particularly recommended for pot plant sales for "Mothers Day" and "Memorial Day." Likewise most desirable for bedding, porch boxes, etc.

The following, we believe, senses the opinion of the trade at large with regard to this worthy variety:

American Bulb Co.
Chicago, Ill.

May 24, 1928

Dear Sirs:

Your petunias are certainly a knockout, especially "*Theodosia*." We had over three thousand petunias all from A. B. C. seed, and at this date, May 24th, we have not a single one left for Memorial Day. The retail price these petunias are bringing is 35c from 4-inch pots, which beats geraniums to a standstill. Petunia seed from A. B. C. for me always.

(Signed) *Yours truly,*

JOHN HAUPRICHT

Station C, R. 3, Box 268, Toledo, Ohio

Price (originators seed exclusively controlled by the American Bulb Co.) per 500 seeds, \$1.00; per 1000 seeds, \$1.75; 5000 seeds for \$8.00.

N. B. — Please see alphabetically arranged pages for complete list of Petunias.

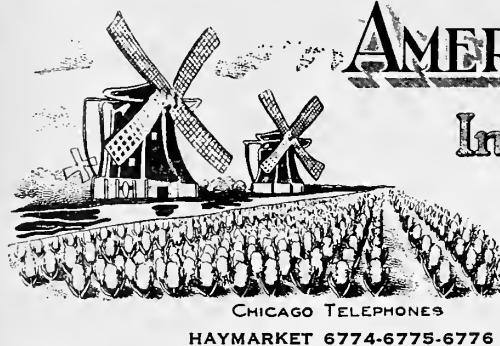
SPECIAL NOTE — *Please mail orders from this list to*
AMERICAN BULB CO.
6 Murray Street, New York, N. Y.

A. MILLER, PRESIDENT

BEN MILLER, VICE-PRES.

J. J. KARINS, VICE-PRES.

A. L. KOEHLER, SEC.-TREAS.



AMERICAN BULB COMPANY

Importers & Growers

CHICAGO
1335 W. RANDOLPH ST.
CORNER ADA

NEW YORK
6 MURRAY ST.
WEST OF BROADWAY



"THE TREND OF THE TIMES"

In these days of keen competition we believe it is imperative that the florist look carefully to the securing of "quality stock" and at consistent prices in order to sustain his business to the utmost end, and we on our part are prepared to supply merchandise in our respective lines that will "qualify" under reasonably normal conditions and at quotations in keeping with the market. It is our constant aim to introduce worthy new kinds of horticultural subjects and serve our large clientele to the end that all transactions will be mutually satisfactory. Our past record, we believe, justifies the statement, "We can and will supply you to advantage."

We solicit correspondence from those interested in our various offerings, and we hope this wholesale catalogue will be retained during the coming year for future reference as to descriptions and prices when the time comes around for ordering seasonable goods. A. B. C. "SUPREME" QUALITY bulbs and seeds are now planted by "The Particular Grower" from Maine to California, and our establishments at CHICAGO and NEW YORK offer convenient centers for quick transit to all points.

Assuring you of our appreciation for past favors, and hoping for a continuance of your valued commands, we are

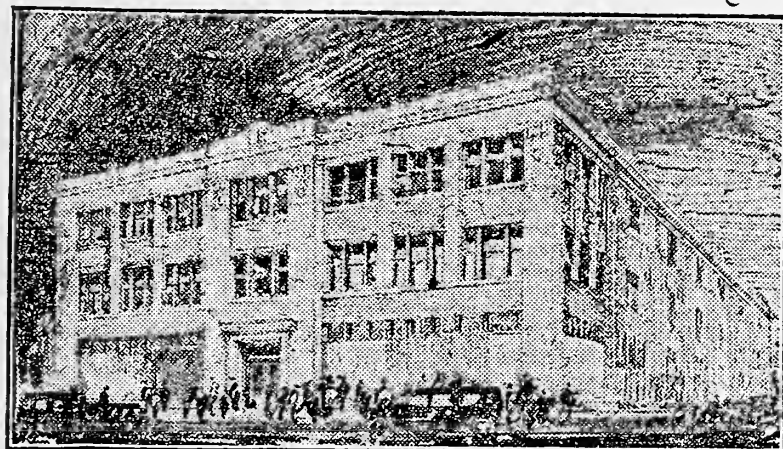
Faithfully yours,

AMERICAN BULB COMPANY,
Per A. Miller, President.

"To Serve You Better"

Our new fire-proof three-story building which we now occupy. Constructed under specifications particularly applicable to the conduct of our specialized lines and to the end that allows us to "Serve You Better."

A. B. C.



TERMS OF BUSINESS

Routing Please give explicit shipping directions with each order, giving name of Freight, Express and Post Office Stations. If no directions are given, we will use our best judgment, but all goods travel at purchaser's risk.

Disclaimer The American Bulb Company gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

If the customer does not accept the goods on above terms, he must return them at once, and money will be refunded or proper

PARCEL POST—We will be pleased to send such items as can be mailed by Parcel Post; customers to remit for postage. We do not deliver any goods free at Wholesale Prices.

PRICES—This list cancels all previous offers.

Unknown correspondents desiring to open an account will please furnish three references to parties in the trade with whom they have had credit relations, and sufficient time to investigate same, otherwise cash must accompany order.

Goods desired C. O. D. must be accompanied by a partial remittance to guarantee acceptance. No perishable stock will be sent C. O. D.

All goods are offered subject to crop failures, shortages or other causes beyond our control and to being unsold on receipt of order, and we reserve the right to advance prices without notice.

credit given. We exercise, however, the greatest care to fill our orders with the highest quality possible, as it is our constant aim to give our customers fullest satisfaction.

Discounts On bills for Flower Seeds, Bulbs and Plants a discount of 2 per cent for payment 10 days from date of bill may be deducted; 5 per cent cash discount is allowed on all orders of Flower Seeds; 3 per cent on Bulbs when remittance accompanies the order, except items specially quoted or priced. All other goods are strictly net, as are also bills for goods supplied under special quotations unless otherwise agreed upon.

Post; customers to remit for postage. We do not deliver any goods free at

GRAFTED ROSES

FROM 2½ INCH POTS

The very satisfactory quality of grafted roses which Messrs. Bassett and Washburn supplied to our customers last season has induced us to again contract with this well known concern for delivery of a large quantity of same during 1929 season. Extensive and careful preparations are therefore now being made by said firm to graft for us, using especially Slocock's English Manetti.

This is the best English Manetti known to American rose growers.

Mr. C. L. Washburn, who is no doubt one of the best posted rosarians in this country, is extremely keen on the following two varieties as being "profit providers" for the florist:—"WILHELM KORDES" has already proved itself in a large way and much is looked forward to for "GOLDEN PERNET."

"GOLDEN PERNET"—(Monsieur Julien Potin)

as it is also catalogued, is a rich Golden Yellow in color, becoming deeper as the flowers mature, the buds are shapely and develop into large, full flowers, which are delightfully fragrant, produces very few cull's and is unusually free blooming, budded or ragged robin. Per 1,000, \$300.00.

"WILHELM KORDES"

A german introduction—the colors are difficult to describe as they are so unusual. Probably the nearest qualification would be, "Luminous pink and capucine red on a yellow background. Korde's has become very popular in the trade and undoubtedly has come to stay as one of the standard "Novelty Roses" unusually free blooming. Budded on ragged robin. Per 1,000, \$250.00.

IF YOU GRAFT YOUR OWN

If you graft your own Rose plants, use Slocock's 5 to 8 mm. true English Manetti stocks. We enjoy a reputation unequalled to any in supplying the best English Manetti that is grown—well rooted, well graded, our careful handling insures safe arrival. We can supply from 1000 to 1,000,000. Write us stating the quantity you can use, to enable us to quote you present prices, F. O. B. New York or Chicago.

MAJUNGA WEST COAST RAFFIA

This is the best quality for grafting. We sell many carloads of this quality every season. Same is shipped to us from Madagascar by way of Marseilles, France, which insures safe arrival. 35c per lb.; 25 lbs. to 50 lbs. 32c per lb.; bale of 220 lbs., 30c per lb. (Subject to change.)

Varieties and Prices

The prices for February, March and April delivery, subject to change, are as follows:

	Per 1000
Matchless	\$225.00
Briarcliff, Improved	
Columbia	225.00
Double White Killarney	225.00
Mrs. F. R. Pierson	225.00
Templar	225.00
Wilhelm Korde	225.00
(Budded on Ragged Robin)	
Rapture	225.00
Amelia Gude	225.00
Mons Julien Potin	
(Golden Pernet)	300.00
(Budded on Ragged Robin)	

orders for 5,000, \$5.00 per 1000 less;
orders for 25,000, \$10.00 per 1000 less;
orders for 50,000 \$15.00 per 1000 less.

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A. B. C. "SUPREME" QUALITY LAWN GRASS SEED

A. B. C. "SUPREME" QUALITY LAWN GRASS is just what the name implies. You will, we believe, find this a profitable side line to sell to your customers (especially those of your clientele who have been imposed upon with "chaff mixtures"). Put up in attractive cloth bags printed green; one-, two-, three-, five-, ten-, fifteen- and twenty-five-pound bags. Price 35c per pound in any quantity. Many of our customers find this a ready seller as well as to use for their own application.—A. B. C.

40 ACRES OF PALMS



PALM, KENTIA FORSTERIANA

During past months we have handled five carloads of the above named stock, distributing same to various parts of the U. S. A. and with utmost satisfaction to our customers.

Phoenix Canariensis

SEE ILLUSTRATION
BELOW

THE LONG
LIVED PALM

You can realize a handsome profit on this special offering of

PHOENIX CANARIENSIS

Deep in color, bushy and perfect in shape. May be used in all decorations and splendid for centers of large vases.

From 8-inch pots,
thoroughly established, 28 to 30 inches high,

\$3.00 each
\$30.00 per dozen

F. O. B. Chicago—Prompt Shipment

PALMS

Of Exceptional Quality and Value

We have arranged with Bassett and Washburn Kentia Nurseries, Sierra Madre, Calif., for several thousand "Quality" Kentia Forsteriana in the various sizes indicated below. All of which have been grown from seed on to the largest sizes in pots. So they are thoroughly established when shipped, being from six to ten years old, depending on size and always grown in the pot or tub.

We suggest booking order now for such sizes as you may anticipate needing for your spring and summer work. Shipments will be made April-May next from Chicago.

All will be properly "hardened off" and "ready for business." Place order now for shipment the coming spring.

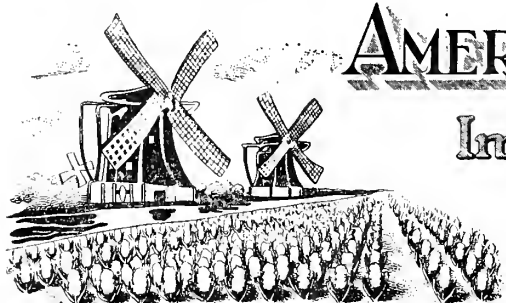
PALMS—Kentia Forsteriana

All Crated F. O. B. Chicago. No Extra Packing Charges
Each

6-inch, Made-up, 3 in a pot—	
28-32-inch above pot or tub.....	\$ 4.00
32-34-inch above pot or tub.....	4.75
6-inch, Made-up, 4 in a pot—	
28-32-inch above pot or tub.....	4.50
32-36-inch above pot or tub.....	5.25
7-inch, Made-up, 4 in a pot—	
32-34-inch above pot or tub.....	6.00
34-40-inch above pot or tub.....	6.50
8-inch, Made-up, 4 in a pot—	
40-44-inch above pot or tub.....	8.50
44-48-inch above pot or tub.....	10.50
10-inch, Made-up, 4 in a tub—	
52-56-inch above pot or tub.....	12.50
56-60-inch above pot or tub.....	15.00
14-inch, Made-up, 6 in a tub—	
60-65-inch above pot or tub.....	30.00
65-72-inch above pot or tub.....	35.00



PHOENIX CANARIENSIS



DUTCH BULBS
FRENCH BULBS
GLADIOLI AND CANNA BULBS
TUBEROSES AND CALADIUMS
BEGONIAS AND GLOXINIAS

AMERICAN BULB COMPANY

Importers & Growers

1335 West Randolph St.
Corner Ada
Telephone HAYmarket 6774
CHICAGO, ILLINOIS

6 MURRAY ST.,

NEW YORK CITY

JAPANESE LILY BULBS
GERMAN VALLEY PIPS
ENGLISH MANETTI ROSE STOCK
CYCLAMEN and ASPARAGUS SEED

FREESIA BULBS
CALLA BULBS
ROSES, FERNS
GREENHOUSE PLANTS



FLORISTS' FLOWER SEEDS
GR'NHSE. FLW. SWEET PEA SEED
FERTILIZERS AND INSECTICIDES
SPHAGNUM AND SHEET MOSS
ALL GROWERS' NECESSITIES

Buying Imported and American Grown Forcing Bulbs in Advance of the Season

Florists generally throughout the country, are realizing forcibly the actual benefit to be obtained in making arrangement early in the year for their needs in Dutch, French, Japanese and other Bulbs. Such action on the part of the buyer enables us to anticipate requirements and take advantage of early quotations which are almost, if not always, invariably lower than prices ruling when shipping season opens in Europe.

Buyers should bear in mind that in making arrangements for their Bulb needs now they have all to gain since we guarantee market prices at time of shipment. Act at once for your own interests.

Why We Can Supply You With Bulb Stock to Advantage

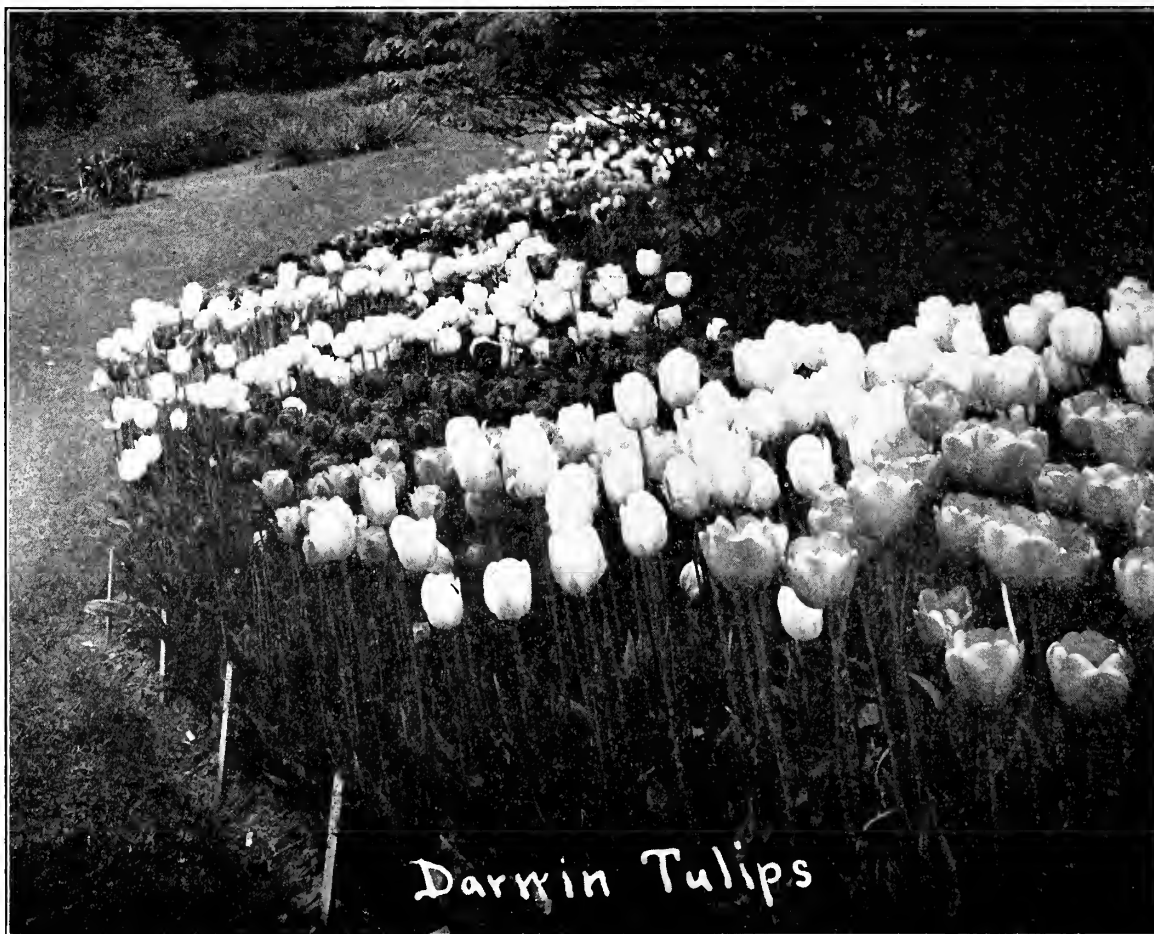
Our establishments are located at central points, namely, New York and Chicago.

Personal inspection during growing and packing season. A force of trained employees who "know bulbs," many of whom have had a lifetime training in this particular line.

We advance duty, forwarding, and all expenses, no charge is made for cases or packing, and our invoices show exactly the actual cost of produce placed on cars at American shipping point. Our terms of payment are liberal to buyers of time standing, such extension of time being allowed on duty and all expenses as well as on cost of bulbs (we do not collect for such at time of shipment as occurs when you import direct); shipping f. o. b. New York or Chicago, thus eliminating all worry and possibility of broker's overcharge to the buyer. Our experts visit the most prominent bulb forcing centers of this country during flowering season as well to keep in close touch with the public demand, thereby insuring our customers varieties that are in keeping with the times.

We can and will make it worth your while to look to us for your bulb needs each season.

A. B. C.



Darwin Tulips

"Supreme" Quality A.B.C. Flower Seeds For Florists'



FRITZ BAHR

Helping You to Success

With the thought in mind of assisting our customers in obtaining highest possible germination from A. B. C. "Supreme" quality flower seeds, we have arranged with Mr. Fritz Bahr of Highland Park, Ill., universally known florist and horticultural writer, to furnish us with cultural directions for the most important kinds now grown under glass. This up-to-the-minute work has been published in pamphlet form and will be furnished free of charge to all of our customers upon request. Mr. Bahr needs no introduction to the trade, his writings "The Week's Work" in the Florists' Exchange, and his work, "Commercial Floriculture," (now being accepted as the florist text book) entitles him, we believe, to consideration as an authority in the premise. If you might be interested in securing the latest data on the subject aforementioned, don't fail to ask for a copy when ordering flower seeds.

"Pure Stocks of Selected Florists' Types"

It has always been our sincere desire to furnish to the florist grower the HIGHEST POSSIBLE TYPES OF FLOWER SEEDS, and in order to consummate this ideal we spare no pains or expense to obtain from the world's specialist growers just that quality. We can, be believe, point with no little pride to the fact of our having introduced some of the most outstanding kinds, and which are "standard" today, amongst them being snapdragons, "Jennie Schneider," "Roman Gold," and "Sunburst"; Calendula "Sensation," "M. & M. Primula" Obconica, "Theodosia" Petunia, "Fischer's Cyclamen," "Private Stock" Pansy, and others.

Prices! They will be found to be consistent with the "quality you should have for best results," and the axiom "not how cheap, but how good," should predominate in the buyer's mind when arranging for supply of same.

We believe that in no other business is reliability and consistency more essential than in the seed business, and it will be our continued effort to conserve in every way the high reputation we now enjoy in this department.

Soliciting your valued commands,

Faithfully yours,

AMERICAN BULB CO.

A. Miller, Pres.



Petunias from
Seed are good

**"PROFIT
PROVIDERS"**

Plant Freely of
"Theodosia,"

This Year's Petunia
Sensation

"Double Seed
Producing" and other
desirable kinds
offered.



A. B. C. "Supreme" Quality FLOWER SEEDS

For Greenhouse and Garden

Seeds of Hardy Perennials
Are Offered on Pages 33 to 36

Acroclinium

Everlasting hardy annual for cutting and winter bouquets

	Tr. Pkt.	Oz.
Double Rose.....	\$0.20	\$0.60
Double White.....	.20	.60
Double Mixed.....	.15	.40

Abutilon

	Tr. Pkt.	Oz.
Choice Mixed Varieties.....	\$0.50	

Ageratum Mexicanum

	Tr. Pkt.	Oz.
Blue Perfection, dark blue.....	\$0.15	\$0.60
Imperial Dwarf, blue.....	.15	.60
Imperial Dwarf, white.....	.15	.60
Little Blue Star, 3" high; fine for bedding.....	.50	3.50

Alyssum

	Tr. Pkt.	Oz.
Bouquet (Carpet of Snow).....	\$0.15	\$0.50
Lilac Queen.....	.15	.50
Little Gem, Dwarf and compact (1/4 lb., \$1.50; 1 lb., \$5.00).....	.15	.60
Sweet (Maritimum), trailing (1 lb., \$2.00).....	.10	.20

Amaranthus

	Tr. Pkt.	Oz.
Sunrise, very showy, foliage tipped carmine.....	\$0.20	\$1.00
Tricolor Splendens (Joseph's Coat).....	.15	.60

Ammobium (Winged Everlasting)

	Tr. Pkt.	Oz.
Alatum Grandi Florum, silvery white.....	\$0.15	\$0.50

Anchusa

	Tr. Pkt.	Oz.
Capensis (Cape Forget-Me-Not), blue annual..	\$0.15	\$0.50

ANTIRRHINUM

(SNAPDRAGON)

GENERAL LIST

Primarily for Outdoor Culture

Provides excellent cut-flower material during summer season
Plant freely of them

Giant or Tall Growing Varieties

	Tr. Pkt.	Oz.
Brilliant Rose.....	\$0.20	\$1.00
Cardinal, scarlet.....	.20	1.00
Coral Rose.....	.20	1.00
Crimson King.....	.25	1.00
Defiance, orange scarlet.....	.25	1.25
Fire King, orange scarlet, white tube.....	.25	1.00
Garnet.....	.20	.80
Golden King, yellow.....	.20	.85
Harmony, terra cotta orange, shaded rose.....	.25	1.10
Othello, dark maroon, satin sheen.....	.20	1.00
Queen Victoria, pure white.....	.30	2.00
Rose Queen, soft pink.....	.20	1.00
Torchlight, orange, yellow lip.....	.25	1.20
Venus, flesh pink.....	.25	.85
Mixed, named varieties.....	.20	.80

Antirrhinum Continued Above Opposite

ANTIRRHINUM

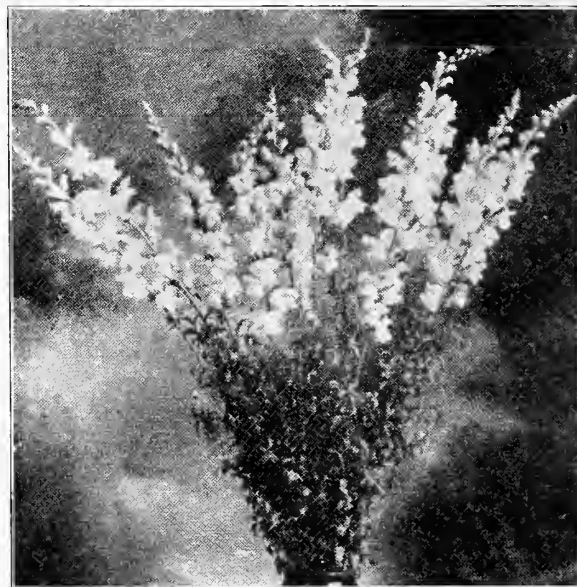
(SNAPDRAGON)

GENERAL LIST

Primarily for Outdoor Culture

Semi-Dwarf Growing Varieties

	Tr. Pkt.	Oz.
Amber Queen, amber suffused chamois.....	\$0.20	\$1.50
Aurora, bright scarlet, yellow lip.....	.20	.85
Bonfire, orange buff, shaded scarlet.....	.25	1.25
Carmine Queen.....	.25	1.00
Climax, orange, shaded yellow.....	.20	1.00
Cottage Maid, pale pink, white tube.....	.20	.80
Fascination, soft pink.....	.25	1.00
Fawn, terra cotta pink, suffused yellow.....	.25	1.00
Gloria, deep pink.....	.25	1.50
Golden Queen, yellow.....	.20	1.00
Grenadier, orange-scarlet, white tube.....	.25	1.25
Mont Blanc, pure white.....	.20	.80
Nelrose, deep rose pink.....	.25	1.00
Peerless Pink "La France" pink.....	.25	1.50
Prima Donna, terra cotta pink, white tube.....	.25	1.25
Purity, pure white.....	.25	1.25
Rose Queen, rose pink, yellow lip.....	.20	1.00
Silver Pink, pearly pink.....	.25	1.25
Mixed, named varieties.....	.25	.80



Snapdragon, "Roman Gold" a Combination of Pink, Copper and Golden Yellow Shades. See Next Page for Complete List of Snapdragon's for Greenhouse Culture.



Pink Snapdragon, Jennie Schneider, at Range of W. A. Rowe, Kirkwood, Mo., Who Is Inspecting Blooms

SNAPDRAGON

"Jennie Schneider"

Beautiful Columbia Rose Pink

Introduced to the trade by A. B. C. and which is today, we believe, the most popular variety of cut flower Snapdragon on the market.

A few years ago Mr. Pierre Schneider, of Creve Coeur, Mo., developed a new pink Snapdragon which he named Jennie Schneider, and when offered in the St. Louis market it placed all other varieties of "Snaps" in the background. H. G. Berning, the well known wholesale florist, of St. Louis, Mo., former president of the Society of American Florists, says of it: "Regarding Jennie Schneider Snapdragon, will say we have handled it exclusively for several years and have never been able to get enough to satisfy the demand, the retailers continually fussing because they do not get their orders filled in full."

WORDS OF CRITICAL GROWERS

Under date of July 11, 1927, the Henry Smith Floral Co., Grand Rapids, Mich., says of the Jennie Schneider:

"An Early Bloomer"

"Wish you could see a bench of Jennie Schneider now in bloom. It is surely a sight. Color, stem and flower of this are all that could be desired. It is also an early flowering variety."

Price: Originator's Greenhouse Grown Seed (Exclusively Controlled by A. B. C.), per pkt., \$1.00; 6 pkts., \$5.00.

Pierre Schneider's Information with Regard to Producing "Winter Flowering Snapdragons" Should Be in the Hands of Every Snapdragon Grower. Supplied Free to Customers.

STANDARD CUT-FLOWER VARIETIES

PENN-ORANGE—The New Orange Snapdragon—Trade Pkt., \$1.00. Habit: Similar to Philadelphia, but not quite as early.

PHILADELPHIA PINK—Considered one of the best pure pink Snapdragons. 1 trade pkt., \$1.00; 6 pkts., \$5.00; 25 pkts., or more at special prices.

INDIAN SUMMER—A lovely, rich, velvety and glossy copper color, indescribably beautiful. Trade pkt., \$1.00.

WHITE ROCK—An unusually, new and extra early blooming pure white. Trade pkt., \$1.00; 3 trade pkts., for \$2.50.

GENEVA PINK—An exceptionally good pink variety. Per pkt., \$1.00; 3 for \$2.50.

CHEVIOT MAID—Clear pink, early. Trade pkt., \$2.00; 3 pkts. for \$5.00.

ANTIRRHINUM

(Snapdragon)

See Also Previous Page

Varieties Especially Recommended for Greenhouse Culture—Desirable Also for Outdoor Planting. However for This Purpose They Require Staking Because of Tall Growth.

Snapdragons under glass are now one of the most profitable crops and the flowers are being used for almost every purpose—even wedding bouquets. Now that rust can be entirely prevented they are practically a sure crop if even ordinary judgment is used in growing them. Also desirable for summer cut-flowers produced in the open.

The most profitable all-season plant. Seeds may be sown any time.

Ceylon Court. Canary yellow. Undoubtedly the best yellow Snapdragon on the market. Pkt., \$2.00; 3 for \$5.00.

RAMSBURGS VARIETIES

Laura

is glossy, deep rose-pink with a snappy twinkle pleasing to all. Medium height, thin, dark foliage, heavy flower head averaging eleven inches in length, with large, closely set blooms running three blooms to the inch of stem. Marvelous! Yes, truly marvelous. \$1.50 per pkt., 4 pkts., \$5.00.

Helen

	Pkt.	3 for	6 for
Exquisite delicate salmon.....	\$1.00	\$2.50	\$5.00

Emily

Golden sunshine (Imp. G. P. Q.)....	1.00	2.50	5.00
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Orlando

Lovely bronze	1.00	2.50	5.00
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Silver Pink

Marvelous producer	1.00	2.50	5.00
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Hybrid

Delicate orchid shade of pink.....	1.00	2.50	5.00
------------------------------------	------	------	------

Light Pink, White, Yellow, Scarlet, Garnet, Chestnut, Nelrose, Buxton, Keystone and Fancy Mixed, 50c per pkt., 3 for \$1.25.

ROMAN GOLD

(See Illustration on Previous Page)

An exceptionally early variety, and very popular on the Chicago cut-flower market. Color: A combination of pink, copper and golden yellow shades. We consider this on a par in value to the florist with the variety "Jennie Schneider."

Price: Originator's Greenhouse Grown Seed (Exclusively Controlled by A. B. C.), per pkt., \$1.50; 5 pkts., for \$7.35; 10 pkts., \$14.00; 25 pkts., \$30.00.

Improved Sunburst

An outstanding shade of yellow tinged with bronze copper color. Price per trade pkt., \$1.50; 5 pkts., \$7.35; 10 pkts., \$14.50; 25 pkts., \$35.00.

SNAPDRAGON PLANTS—From 2½-inch Pots

We supply all of the newer kinds as well as standard varieties in season, and such will be found advertised in the "Florists' Review." Classified pages.



ASTER, AMERICAN BEAUTY

ASTER—Early Wonder

These are the earliest blooming asters. Flowers large and full, of the Comet type, carried on long, erect stems.

	Tr. Pkt.	Oz.
Dark Blue	\$0.50	\$2.50
Pink50	2.50
White50	2.50

ASTER—Queen of Market

Early-flowering, of branching habit, coming into bloom recently after Early Wonder. The standard early aster, blooming in July.

	Tr. Pkt.	Oz.
Blush Pink	\$0.25	\$1.00
Brilliant Rose25	1.00
Crimson25	1.00
Lavender25	1.00
Purple25	1.00
White25	1.00
Mixed20	.75

ASTER—Mignon

Similar to Improved Victoria but smaller in flower and very free blooming; fine for bedding and pot culture.

	Tr. Pkt.	Oz.
Brilliant Rose	\$0.40	\$2.00
Fiery Scarlet40	2.00
Light Blue40	2.00
White40	2.00

ASTER—Early Royal Branching

Comes into bloom shortly after Queen of the Market and a specially fine aster to follow said variety; 2 feet high, blooms of large size.

	Tr. Pkt.	Oz.
Crimson	\$0.30	\$1.50
Lavender Purple30	1.50
Rose Pink30	1.50
Shell Pink30	1.50
Mixed30	1.25

ASTERS

Realizing the importance of the Aster to cut flower growers, we secure our supply of seed from a specialist in California, who unquestionably produces the choicest Asters in the world.

Following is statement of said firm and which we have fully verified thru personal visits by members of our firm during growing period.

"We have under cultivation a large tract of land of an alluvial and peat composition which is sub-irrigated from mountain springs.

"We are able to grow Asters to perfection with no trouble from the diseases common to this plant. We have no overhead moisture from the time the fields are planted to the time the seed is harvested, and our even climate, together with our work in reselecting, is enabling us to improve our strains in Asters very materially as the seasons advance.

"Seed harvested under these conditions is of highest germination and more disease-resisting."

ASTERMUM

Of compact type, closely resembling the Crego, but blooming somewhat earlier; plants grow about 2 feet high and are of branching habit. Flowers of large size and very double.

	Tr. Pkt.	Oz.
Lavender	\$0.30	\$1.50
Rose Pink30	1.50
White30	1.50
Fine Mixed30	1.25

ASTER—American Beauty (See Illustration Opposite)

A comparatively new Aster of real merit for late crop, blooms about September and continues until frost. The large and double flowers are produced on long heavy stems; plant 2 to 3 feet high.

	Tr. Pkt.	Oz.
Azure Fairy	\$0.30	\$1.50
Carmine Rose30	1.50
Lavender30	1.50
Purple30	1.50
September Beauty, shell pink.....	.30	1.50
White30	1.50
Mixed30	1.50

ASTER—Improved California Giants

(Also known on the Chicago Cut-Flower Market as "Chicago Giant Beauty")

This new Aster is somewhat of the Crego and Beauty type, but is practically non-lateral, producing flowers of immense size without disbudding and of wonderful substance on strong, stiff, stems, 20 to 24 inches long, acclaimed by wholesale and retail florists as the ideal of cut-flower asters.

	Tr. Pkt.	Oz.
Light Blue	\$0.50	\$2.50
Peach Blossom50	2.50
Purple Violet50	2.50
Rich Rose50	2.50
White50	2.50
Mixed40	2.25

"SEMESAN"**The Premier Seed Disinfectant**

Controls Disease Hastens Germination
Produces Sturdier Plants Increases Crop Yield
Improves Quality Prevents Damping Off

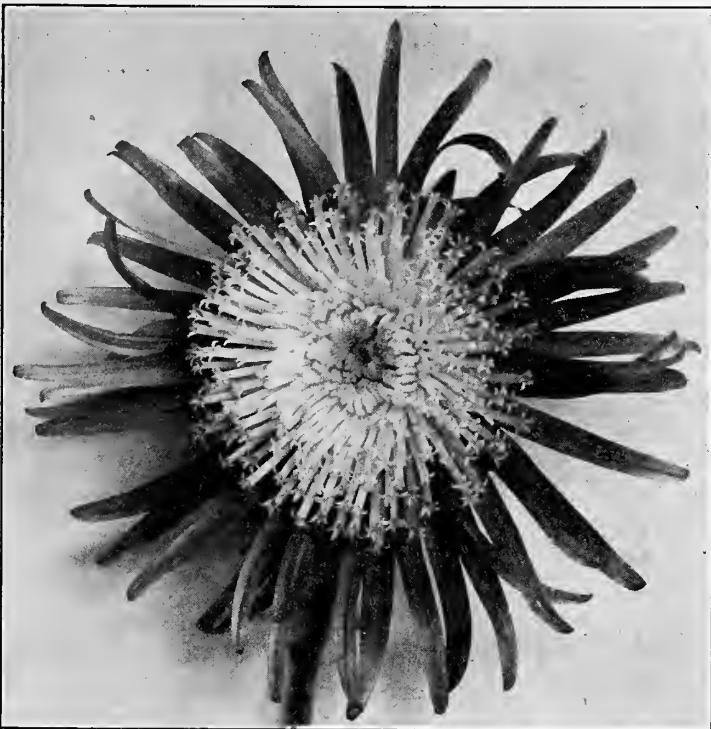
Florists write us such tributes as "We used Semesan on poinsettia cuttings last summer with excellent results"; and "My Semesan-treated aster seeds gave an almost perfect stand as nearly every seed germinated."

(Booklet in connection with use of Semesan mailed free)

Price: 2 oz., \$0.50; 1 lb., \$2.75.

Note: Semesan cannot be forwarded via mail.

ASTERS CONTINUED ON NEXT PAGE



IMPROVED "SUNSHINE" ASTER, ANEMONE FLOWERED

ASTER—King

Needle type, 1½ to 2 feet. Large flowers with quilled petals.

	Tr. Pkt.	Oz.
Crimson	\$0.30	\$1.50
Lavender30	1.50
Purple30	1.50
Rose30	1.50
Shell Pink30	1.50
Violet30	1.50
White30	1.50
Mixed30	1.25

ASTER—Florists' Favorite**A. B. C. Introduction**

Florists' Favorite is of the most exquisite shade of lavender-pink imaginable, full double flowers of large size, and a cut flower shade the trade will, we believe, fully appreciate. Plants of strong branching habit.

Per tr. pkt., \$0.50; 3 for \$1.25; per oz., \$2.50.

ASTER—Semple's Branching

The standard late blooming aster and generally planted by florists for main crop. Plants 2½ to 3 feet high. Branching and robust. Our strain is specially selected.

	Tr. Pkt.	Oz.
Azure Blue	\$0.30	\$1.50
Crimson30	1.50
Deep Purple30	1.50
Lavender30	1.50
Rose Pink30	1.50
Shell Pink30	1.50
Vick's Silvery Rose35	1.50
White30	1.50
Mixed30	1.25

ASTER—Ball's Improved White

	Tr. Pkt.	Oz.
	\$0.35	\$2.00

A pure white aster of branching habit and a great favorite in the Chicago wholesale cut-flower market.

ASTER—Lavender Gem

	Tr. Pkt.	Oz.
	\$0.30	\$1.50

Plants about 18 inches tall, upright habit. Flowers Comet type, silvery white when young changing to light lavender when fully expanded; really choice.

ASTERS, Continued**ASTER—Giant Comet**

Flowers unusually large, the twisted and curled petals resembling a huge Chrysanthemum; strong stems averaging 15 to 20 inches in length; a good bedding variety.

	Tr. Pkt.	Oz.
Crimson	\$0.35	\$1.25
Light Blue35	1.25
Malmaison Pink35	1.25
Royal Purple35	1.25
White35	1.25
Mixed30	1.25

ASTER—Ostrich Feather

A very desirable form of Comet Aster with large fluffy flowers. Begins to bloom in August.

	Tr. Pkt.	Oz.
Crimson	\$0.30	\$1.50
Dark Blue30	1.50
Deep Rose30	1.50
Light Blue30	1.50
Shell Pink30	1.50
White30	1.50
Mixed30	1.25

ASTER—Heart of France

	Tr. Pkt.	Oz.
	\$0.30	\$1.50

Plants about 2 feet high, branching habit; flowers medium size; admittedly the choicest Red Aster on the market.

ASTER—Improved Crego

Plants robust, about 2 feet high. Flowers large, double and well formed of the Comet type, making a fine variety for all purposes.

	Tr. Pkt.	Oz.
Azure Blue	\$0.30	\$1.25
Crimson30	1.25
Lavender30	1.25
Purple30	1.25
Rose Pink30	1.25
Shell Pink30	1.25
White30	1.25
Mixed30	1.25

ASTER—Daybreak

Plants 2 feet high, erect and robust habit. Flowers large, very double, recurved, closely imbricated, making it one of the best for decorative purposes.

	Tr. Pkt.	Oz.
Pink	\$0.40	\$2.50
White (Purity)40	2.50

**ASTER****"Improved Sunshine"****ANEMONE FLOWERED**

(See Illustration Above)

White, Pink, Blue or Mixed, per trade pkt., 50c; 5 for \$2.00.

New Crimson, per trade pkt., 75c.

ARCTOTIS—African Daisy

Grandis, excellent for cutting; daisy-like flowers on long stems, upper surface pure white, reverse side of petals lilac blue.....
 Tr. Pkt. Oz.
 \$0.15 \$0.50

ASPARAGUS PLUMOSUS NANUS**ONE OF OUR LEADING SPECIALTIES**

Northern Greenhouse Grown. True. Per 100 seeds, 50c; per 1,000 seeds, \$3.25; per 5,000 seeds, \$15.00; per 10,000 seeds, \$27.00.

Lath-House Grown. Per 100 seeds, 30c; per 1,000 seeds, \$2.00; per 5,000 seeds, \$9.00; per 10,000 seeds, \$17.00.

ASPARAGUS SPRENGERI

Per 100 seeds, 20c; per 1,000 seeds, \$1.25; per 5,000 seeds, \$5.50; per 10,000 seeds, \$10.00.

BALLOON VINE

Cardiospermum. Per oz., 15c; ¼ lb., 50c.

BALSAM—Lady Slipper

Varieties Bismarck and White Perfection especially recommended for memorial designs.

Camellia-Flowered

	Tr. Pkt.	Oz.
Pink	\$0.20	\$0.75
Scarlet20	.75
Bismarck (Salmon)20	.75
White Perfection20	.75
Finest Mixed15	.60

BALSAM APPLE

	Tr. Pkt.	Oz.
Mormordica Balsamina	\$0.15	\$0.30

BEANS—Flowering and Running

Scarlet Runner. Oz., 5c; lb., 30c.

BEGONIAS

Unsurpassed for pot plants and bedding.

"CHRISTMAS CHEER"

This exceptionally hardy bedding Begonia was introduced to the trade some few years ago by an American specialist and is now in large demand. Color bright rich cherry crimson. Blossoms attain a diameter of two inches.

Tr. Pkt.	Oz.
.....	\$1.00

Semperflorens

	Tr. Pkt.	Oz.
Albert Martin. Crimson.....	\$0.75
Christmas Cheer	1.00
Erfordia. Pink50
Flame of Love. Brilliant scarlet flowers with shining Golden Yellow Stamens (1-32 oz., \$2.50)....	1.00
Gustav Knaake. Crimson, resembles Gloire Lorraine in form; a grand acquisition to the Semperflorens family	1.00
Salmon Queen. Salmon red.....	.75
Vernon. Deep red (1-16 oz., 75c).....	.40
Choice Mixed40

Gracilis

	Tr. Pkt.	Oz.
Luminosa. Fiery dark red (1-32 oz., \$2.50).....	.50
Primadonna. Carmine rose (1-32 oz., \$5.00).....	.75
Rosea. Pink50
Alba. Whitish50

Tuberous Rooted

	Tr. Pkt.	Oz.
Single, Mixed50
Double, Mixed	1.00

BELLIS PERENNIS—English Daisy

	Tr. Pkt.	Oz.
Longfellow. Pink	\$0.40	\$2.00
Snowball. White40	2.00
Mixed35	1.50

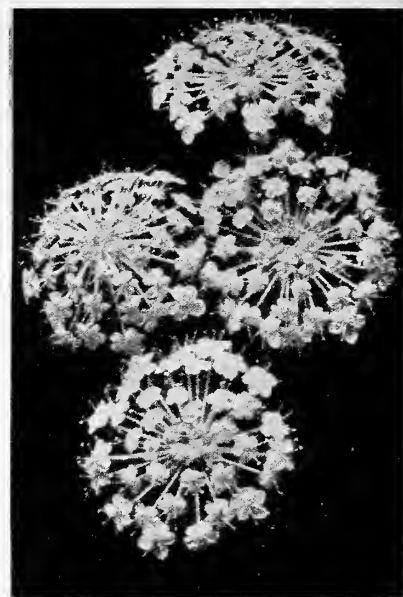
BRACHYCOME—Swan River Daisy

	Tr. Pkt.	Oz.
Iberidifolia. A free blooming annual with small flowers. Blue or white.....	\$0.20	\$0.75

Asparagus**Plumosus****Nanus and****Sprengeri**

We stock these items in large volume and are prepared to supply seeds of strong vitality throughout the year.

(See Opposite)



BLUE LACE FLOWER
(Didiscus Coeruleus)

BROWALLIA

Very useful free flowering annuals.

	Tr. Pkt.	Oz.
Elata. Blue	\$0.20	\$0.75
Elata. White20	.75

BABY'S BREATH (See Gypsophila).**BACHELOR'S BUTTON (See Cantareua and Gomphrena).****BLUE LACE FLOWER—Didiscus Coeruleus**

	Tr. Pkt.	Oz.
Excellent for bouquets. Flowers continually from July until frost. A money maker for florists....	\$0.30	\$1.30
¼ oz., 40c.		

CALCEOLARIA

Our strain of these is produced by one of the foremost specialists.

	Tr. Pkt.	Oz.
Hybrida Grandiflora. Tall mixed.....	\$1.00
Compacta. Dwarf, mixed.....	1.00
Rugosa. Mixed	1.00

CALENDULA

Calendulas are indispensable crops in any business.

BALL'S "ORANGE" CALENDULA

(Improved Stock, Originator's Seed)

Rich, dark orange. Price, originator's sealed packets, oz., \$3.00; ½ oz., \$2.00; ¼ oz., \$1.00.

BALL'S "GOLD" CALENDULA

(Improved Stock, Originator's Seed)

This has the same upright, long-stemmed growth and uniformly double flowers as the original Ball Calendula, orange. The color is dark golden yellow, and we feel confident that you will find the color a very desirable one. This variety is much better than Lemon Queen. Price, originator's sealed packets, oz., \$3.00; ½ oz., \$2.00; ¼ oz., \$1.00.

Ball's "Supreme" Calendula. Light orange with dark brown eye; highly effective, contrasting colors. Price Ball's Supreme (Originator's seed), ¼ oz., \$1.00; ½ oz., \$2.00; 1 oz., \$3.00.

CALENDULA—Pot Marigold

	Tr. Pkt.	Oz.
Lemon Queen Improved. Sulphur lemon yellow..	\$0.15	\$0.25

(See next page for illustration and description of new Calendula "SENSATION.")

SENSATION—"The Calendula of the Hour"

(See Illustration on Next Page)

We are pleased to introduce to the trade a new strain of orange calendula for cutflowers under the name of "Sensation," and judging from the numerous commendations we have received from growers throughout the U. S. A. and Canada and to whom we supplied sample packets last year, this exceptional cutflower calendula is rightly named.

For several years a prominent French seed specialist grower has been working judiciously to the end of improving all known varieties of this flower, and the result is our present offering. "Sensation" differs particularly from any other known strain of calendula in that it obtains a crimson or scarlet sheen which enhances the beauty and general character of the flower to an almost unbelievable extent. Especially is this most prominent under artificial light. Another point in favor of this grand new variety is its extreme doubleness, unusually large flower, and which is produced on extra long stems.

We predict that when "Sensation" becomes generally known to the trade it will predominate in the various markets. Price, $\frac{1}{4}$ oz., \$1.00; $\frac{1}{2}$ oz., \$2.00; per oz., \$3.00; 2 ozs. for \$5.00.

Appended opposite are a few of the numerous testimonials we have on record for "Sensation" and which speak for themselves.

What the Dale Estate of Brampton, Ontario, Canada (30 Acres Under Glass), Writes About A. B. C.'s

New Calendula Sensation

"You very kindly sent us a sample of calendula seed in September last in accordance with your letter September 12th. This improved type of calendula has proved to be very satisfactory, and our Mr. Dale thinks it better than anything he has ever had before."

North Beverly, Mass., May 4, 1928.

Gentlemen:

We are in receipt of your letter of May 1st in reference to the new calendula which you are handling called "Sensation," of which we have had a trial package. We have grown many varieties but consider this calendula far superior to any we have seen or handled. We have noticed that this calendula throws exceptionally large, full flowers with no single flowers in this trial package. Would be pleased to receive your quotation on a large quantity.

Very truly yours,
THE BEVERLY GARDENS,
By J. L. Smith.

Maywood, Ill., June 6, 1928.

American Bulb Company.

Dear Sirs:

I have tried your new calendula "Sensation" and I find it is much superior to any calendula I have heretofore grown.

(Signed) HENRY WEHRMAN.

N. B.—Mr. Wehrman is well known throughout the country for the high grade of miscellaneous stock which he consigns to the Chicago market.

The principal value of "Sensation" lies in the fact that it is much larger than any other calendula on the market and has a very distinct crimson or scarlet sheen which, with its orange base, provides a most outstanding and appreciable combination of coloring. Furthermore, the same is produced on unusually long stems.

A New "Break" in Cut Flower

CALENDULA'S "RADIO"

(See Illustration Opposite)

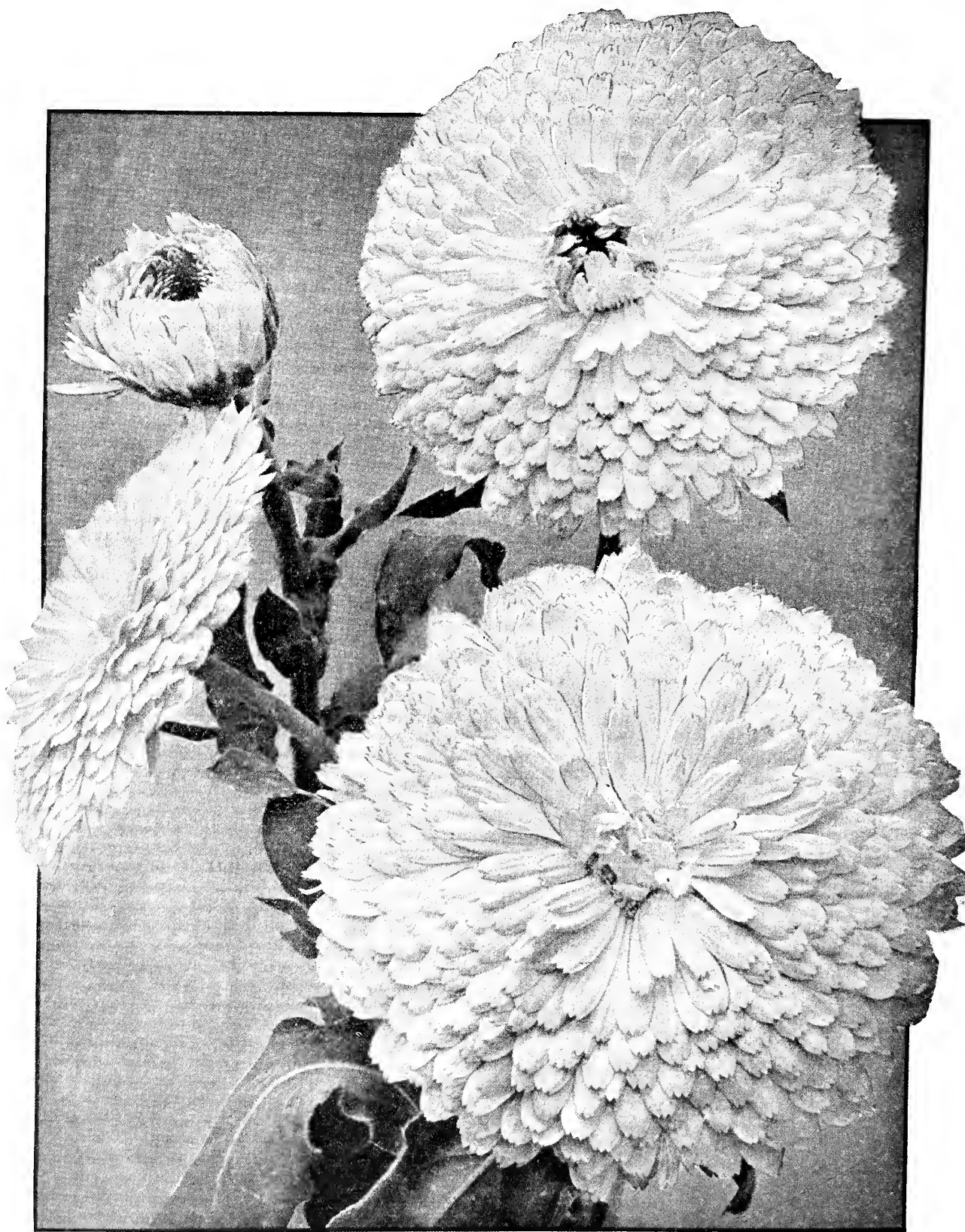
Following is an excerpt from The Horticultural Trade Journal (England), August 1st, 1928, issue:

"The new Calendula, which is being distributed to the Trade this year, shows a remarkable advance in Calendulas. The color of Radio is a glowing orange, the petals are beautifully quilled, enhancing the beauty of the flowers, which are globular in shape and do not show the center until far advanced in age. In a Calendula it is difficult to realize such beauty of form and refinement. The Trials Superintendent at Kelvedon informed us that several American specialists, who saw it in bloom there, went into raptures over it, and welcomed it as a grand addition to the cut flower trade."

New English Calendula
"RADIO"
Color—Glowing Orange

Price
Per Trade Pkt.

\$1⁰⁰



The Calendula of the Hour—"Sensation"—Introduced to the Trade by The American Bulb Company
For Complete Description See Previous Page

**CANDYTUFT**

Giant Hyacinth Flowered. Now largely planted under glass for cut flowers.

CALLIOPSIS

	Tr. Pkt.	Oz.
Golden Wave. (Drummondii) yellow (Annual)....	\$0.15	\$0.25
Nigra Speciosa. Crimson-maroon (Annual).....	.15	.25
Large Golden Yellow (Annual).....	.15	.50
Mixed Annual Dwarf.....	.15	.25

CANNAS

	Tr. Pkt.	Oz.
Crozy's Finest Mixed. Dwarf varieties.....	\$0.15	\$0.25

CANARY BIRD VINE

	Tr. Pkt.	Oz.
Tropaeolum Canariense. Flowers bright canary-yellow. ¼ lb., 75c.....		\$0.25

CANDYTUFT**GIANT HYACINTH FLOWERED**

White. Particularly recommended for un- Tr. Pkt. Oz. ¼ lb.
der glass, provides excellent cut flowers.... \$0.15 \$0.75 \$2.25
We have a particularly fine strain of the true kind.

CANDYTUFT

	Tr. Pkt.	Oz.	¼ lb.
Crimson	\$0.15	\$0.40	\$1.50
Empress. Large white. 1 lb., \$2.75.....	.15	.25	.75
Little Prince. Very dwarf white.....	.15	.50	1.75
Pink. Flesh color.....	.15	.50	1.50
Purple15	.25	.75
Carmine15	.40	1.25
Lavender15	.40	1.25
Rose Cardinal. Brilliant rosy red.....	.15	.75	2.50
Mixed. All colors.....	.10	.20	.60

CARDINAL CLIMBER

	Tr. Pkt.	Oz.
Ipomoea Quamoclit Hybrids. Rapid growing annual climber producing a profusion of brilliant cardinal red flowers. To hasten germination file or cut notch in seed.....	\$0.30	\$1.00

CARNATION

	Tr. Pkt.	Oz.
Chabaud's. Earliest large flowering; is very choice double mixture	\$0.50	\$1.50
Grenadier. Scarlet35	1.50
Marguerite. New giant Malmaison, finest mixed..	.25	1.50
Early Vienna. Choice mixed.....	.35	1.25
Choice Mixed. Double border.....	.30	1.40

CASTOR OIL BEAN (See Ricinus).

CELOSIA CRISTATA—Dwarf Cockscomb

	Tr. Pkt.	Oz.
For beds, borders and pots.		
Glasgow Prize. Dark crimson.....	\$0.30	\$1.75
Empress. Bright red; dark foliage.....	.30	2.25
Choice Mixed25	2.00

CELOSIA, MISCELLANEOUS VARS.

	Tr. Pkt.	Oz.
Plumosa Scarlet (Feathered).....	\$0.15	\$1.00
Plumosa Golden Plume15	1.00
Plumosa Mixed15	1.00
Pride of Castle Gould. Mixed.....	.50	3.00
Thompsoni Magnifica. Mixed.....	.25	1.25
Thompsoni Triomphe de l'Exposition. Crimson; splendid25	.75
Magnifica Superba15	.60
Childsi (Chinese Woolflower). Crimson.....	.30	1.30
Childsi (Chinese Woolflower). Yellow.....	.30	1.30
Childsi (Chinese Woolflower). Pink.....	.30	1.30
Childsi (Chinese Woolflower). Mixed.....	.30	1.30

BRYSONI CHRYSANTHIFLORA (New)

	Tr. Pkt.	¼ Oz.
Mixed	\$0.50	\$0.75

One of the most effective and largest florists' cut flowers. More beautiful colors and shades are found in Celosia Brysoni than any other Autumn flower. It can be shipped long distances without wilting.

CENTAUREA, WHITE LEAVED—Dusty Miller

For borders, vases, baskets, etc.

	Tr. Pkt.	Oz.
Candidissima. Silvery gray foliage.....	\$0.40	\$2.00
Gymnocarpa. Fine silvery foliage.....	.15	.60

CENTAUREA—Cornflower

Popular free-flowering annuals. Now largely grown under glass for Mother's Day sales, also Decoration Day.

CYANUS. Excellent for forcing.

	Tr. Pkt.	Oz.
Double Blue. (¼ lb., \$1.50).....	\$0.15	\$0.50
Double Rose. (¼ lb., \$1.50).....	.15	.50
Double White. (¼ lb., \$1.50).....	.20	.50
Emperor William. Single blue.....	.15	.25

CENTAUREA CYANUS

(Cornflower)

Provides exceptional cut flowers, either under glass or in the open.

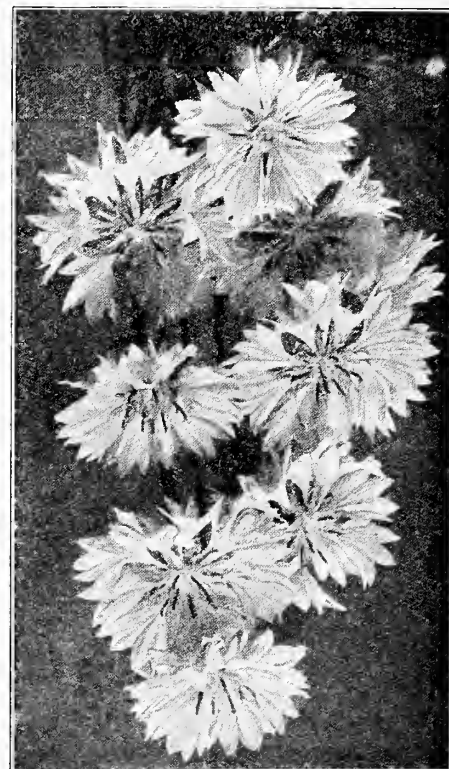


To provide a
crop of desirable blue
flowers next fall
season, make a
sowing in the open
coming June of

Centaurea

Cyanus

Blue.



CENTAUREA CYANUS

CENTAUREA (See Illustration Opposite)

IMPERIALIS. Fine for cutting.

	Tr. Pkt.	Oz.
Giant Rose	\$0.20	\$0.75
Deep Lavender20	.75
Lilac20	.75
Purple20	.75
White20	.75
Favorita, Rose Lilac.....	.20	.75
Imperial Giant. Mixed20	.75

VARIOUS CENTAUREAS

	Tr. Pkt.	Oz.
Americana (Basket Flower). A splendid native variety, growing 3 feet high and bearing immense thistle-like blooms of a rosy-lavender color. Very showy in the mixed border and splendid for cutting	\$0.15	\$0.50
Americana Alba. White.....	.15	.60
Suaveolens (Yellow Sweet Sultan or Grecian Cornflower). Very showy, large, bright yellow flowers; sweetly scented and a popular sort for cutting; lasting well.....	.15	.45
Moschata. Mixed Sweet Sultan.....	.15	.50

CHRYSANTHEMUM—Annual

	Tr. Pkt.	Oz.
Eastern Star. Light yellow.....	\$0.15	\$0.40
Morning Star. Primrose yellow.....	.15	.40
Evening Star. Sunflower yellow.....	.15	.40
Northern Star. Pure white.....	.15	.40
Single Mixed15	.30
Double Mixed15	.30

All of above have dark centers.

CHINESE FORGET-ME-NOT

	Tr. Pkt.	Oz.
Cynoglossum Amabile. An exceptional cutflower for under glass or outside (Blue).....	\$0.50	\$2.00
Alba. White Flowered.....	.50

CINERARIA HYBRIDA GRANDIFLORA

"The World's Best Strain"

The result of many years of painstaking selection on the part of an American specialist and truly entitled to the classification, "World's Best Strain." Produces immense trusses of blooms which frequently measure from 3 to 4 inches across.

	Tr. Pkt.	Oz.
A. B. C. Prize. Medium tall, mixed. $\frac{1}{2}$ oz., \$3.50.....	\$1.00	
A. B. C. Prize. Dwarf, mixed. $\frac{1}{2}$ oz., \$3.50.....	1.00	
A. B. C. Prize. Salmon-Pink shades. Medium tall.....	1.00	
A. B. C. Prize. Blue shades.....	1.00	
A. B. C. Prize. Crimson and Carmine shades. A magnificent selection, particularly brilliant under artificial light	1.00	
Matador. Scarlet	1.00	

CINERARIA

	Tr. Pkt.	Oz.
Stellata Hybrida	\$0.50	
Multiflora Nana Mixed. A very dwarf strain of exceptional merit. Desirable for combining with other plants for filling of baskets, boxes, etc., for Easter and Mother's Day sales. $\frac{1}{2}$ Tr. pkt., \$1.00	1.50	

	Tr. Pkt.	Oz.
Maritima Candidissima (Dusty Miller). For bedding, vases, baskets, etc.....	\$0.15	\$0.40

CLARKIA

These desirable flowers are rapidly gaining popularity as cut flowers. Free bloomers all summer.

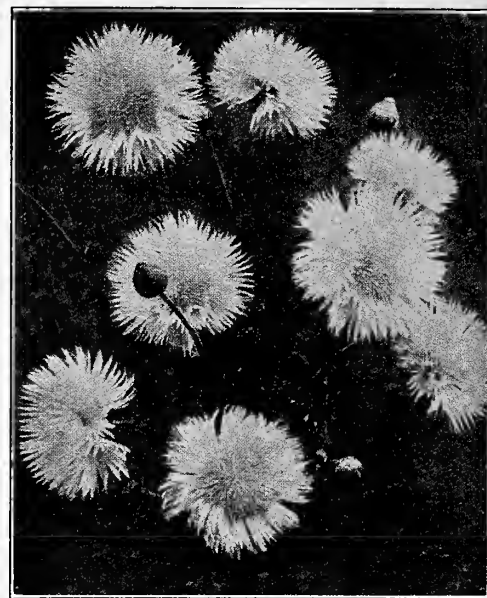
DOUBLE

	Tr. Pkt.	Oz.
Salmon Queen	\$0.15	\$0.65
White15	.65
Queen Mary. Rose carmine.....	.15	.65
Scarlet Queen15	.65
Mixed15	.65
Vesuvius. Orange scarlet.....	.15	.65

CLEOME PUNGENS

	Tr. Pkt.	Oz.
(Spider Plant.) Rose.....	\$0.15	\$0.30

FISCHER'S
CYCLAMEN
IS NOW
CONSIDERED
THE
"STANDARD"
FOR
AMERICAN
AND
CANADIAN
CULTURE



CENTAUREA IMPERIALIS

COBAEA SCANDENS—Cup and Saucer Vine

	Tr. Pkt.	Oz.
Plant seeds edgewise to insure good germination.		
Blue. ($\frac{1}{4}$ lb., \$1.25).....	\$0.15	\$0.40
White20	.75

COLEUS

	Tr. Pkt.	Oz.
Large Leaved. Choicest mixed. $\frac{1}{8}$ oz., \$1.00.....	\$0.50	\$7.00

CONVOLVULUS—Morning Glory

	Tr. Pkt.	Oz.
Japanese Imperial. Mixed.....	\$0.15	\$0.25
Major (Morning Glory). Mixed.....	..	.15

COSMOS

	Tr. Pkt.	$\frac{1}{4}$ Oz.
Double Early Flowering. Crimson, pink or white.....	\$0.60
Single Early Flowering. Crimson, pink or white....	.15	\$0.50
Giant Lady Lenox. Pink, crimson or white.....	.15	.30
Klondyke. Yellow25
Giant Flowering. Mixed.....	.20	.50

FISCHER'S

The "Master" Cyclamen

Planted by "The Particular Grower" from Maine to California

Fischer's Giant "Show" Cyclamen is the result of 30 years' experience in the "know how" of cyclamen culture, and florists who appreciate the ultimate in quality will have no other strain.

Several years ago Mr. Albert Koehler, Sec'y-Treas. of our firm, visited the various cyclamen-producing centers of Germany and arranged with Ferd. Fischer, the famous specialist in said line, for seed of the particular types and colors and shades most desired by the American and Canadian trade. As a result growers generally, large and small, now look to A. B. C. for their cyclamen seed needs, and our demand for Fischer's seed of same runs into the millions yearly.

N. B. We call particular attention to the latest cyclamen introductions, namely: "America," "New Ruffled Dark and Rosy Salmon" and "Liebesfeuer." They are unusually worth-while.

A. B. C.

PLEASE SEE NEXT PAGE FOR PRICES



FISCHER'S GIANT OR "SHOW" CYCLAMEN

A word about price: In comparison with other high grade stocks, Fischer's Cyclamen Seed cannot be sold at so-called bargain prices simply from the fact that seed for our supply is selected only from specimen plants which are true to type and color. Nevertheless, quotations as mentioned in list herewith will be found to be reasonable for "the kind you should have for best results."

If your trade demands the very best Cyclamen that can be obtained, plant Fischer's "Master Cyclamen" seed.

Giant "Show" Cyclamen Seed Ferd. Fischer's Improved

	Per 100	Per 1000
Improved Perle of Zehlendorf. Dark salmon.....	\$1.50	\$12.00
Improved Rose of Zehlendorf. Delicate salmon...	1.50	12.00
Glory Wandsbeck. Salmon.....	1.50	12.00
Fischer's Bonfire. Deep brilliant salmon; exceptionally fine	1.75	14.00
Glowing Dark Red. Xmas red.....	1.25	10.00
Glowing Bright Red. Cherry red.....	1.25	10.00
Rose of Marienthal. Bright rose.....	1.25	10.00
Pure. White.....	1.25	10.00
Lilac	1.25	10.00
Mixed	1.25	10.00
White with carmine eye.....	1.25	10.00
Roccoco. Red, rose or lilac, or white with eye....	1.50	12.00
America. Golden salmon; best of all salmon.....	2.25	18.00
New Ruffled. Dark salmon.....	2.25	18.00
New Ruffled. Rosy salmon.....	2.25	18.00

Fischer's Latest Cyclamen Introduction "LIEBESFEUER"

Ferd. Fischer's latest cyclamen introduction. Following is his description of it: "This new color is a cross between dark red, glowing salmon color, and 'America' (golden salmon). One could say it is a 'RUBY SALMON COLOR' and I consider same the variety 'par excellence.' 'Liebesfeuer' not only produces flowers of unusually large size but is likewise extremely free blooming. I am sure your American customers will become enthusiastic about this grand new sort, and I am glad to extend to you exclusive sale of this worthy novelty."

Price per 100 seeds, \$2.25; per 1,000, \$18.00.

Cyclamen Plants Supplied in Season

GROWN FROM FISCHER'S TRUE SEED

SEEDLINGS, TWICE TRANSPLANTED

Also 2½-inch, 3-inch, 4-inch

Please refer to classified pages of the Florists' Review for quotations on above in season.

CYPERUS ALTERNIFOLIUS

(Umbrella Plant) Tr. Pkt. Oz.
\$0.30 \$1.50

CYPRESS VINE

Scarlet, White or Mixed..... \$0.15 \$0.30

CYNOGLOSSUM AMABILE—Chinese Forget-me-not

An exceptional cut flower for under glass or outside Tr. Pkt. Oz.
\$0.50 \$2.00

DAHLIA

	Tr. Pkt.	Oz.
Double Large Flowering, Mixed.....	\$0.40	\$2.00
Double Cactus, Mixed40	4.00
Single Collarette, Mixed30	1.35
Single, Mixed25	1.00

DIANTHUS—Pinks

	Tr. Pkt.	Oz.
Double Fireball. Fiery red.....	\$0.20	\$1.00
Heddeewigii. Double Japan, best mixed.....	.15	.60
Giant Double Annual. Mixed.....	.15	.75
Dwarf Erfurt. Double mixed. Perennial.....	.40	2.00
Clove-Scented. Mixed. Perennial50	2.50

DIDISCUS COERULEUS—Blue Lace Flower

Excellent for bouquets. Flowers continually from July until frost. A money maker for florists.... Tr. Pkt. Oz.
\$0.30 \$1.30
¼ oz., 40c.

DIMORPHOTHECA

	Tr. Pkt.	Oz.
African Orange Daisy. Choice for cutting and adapted to forcing.....	\$0.25	\$1.00
Hybrid Mixed25	1.00

DOLICHOS—Hyacinth Bean

Desirable Annual Climber Tr. Pkt. Oz.
Purple Violet \$0.10 \$0.20
Daylight, White10 | .20 |

DRACAENA

Desirable as center plants for baskets, vases, etc. Seed must be rubbed out of hull before sowing.

	Tr. Pkt.	Oz.
Australis. Broad leaves, ¼ lb., \$1.75.....	\$0.15	\$0.50
Indivisa. Narrow green leaves. The popular kind bedding or vases. ¼ lb., \$1.25.....	.15	.40

DUSTY MILLER. (See Centaurea and Cineraria Maritima.)

ESCHSCHOLTZIA—California Poppy

	Tr. Pkt.	Oz.
Choice Mixed. All colors.....	\$0.15	\$0.25

EUPHORBIA

	Tr. Pkt.	Oz.
Heterophylla (Mexican Fire Plant).....	\$0.20	\$1.00
Variegata (Snow-on-the-Mountain)15	.40

FEVERFEW—Matricaria

	Tr. Pkt.	Oz.
Double White. Extra for cut flowers.....	\$0.15	\$0.40

FORGET-ME-NOT

"Susanne." Best variety for cut flowers Pkt., \$1.00; 6 pkts., \$5.00.

See also under "Myosotis."

FOUR O'CLOCK. (See Marvel of Peru.)

GAILLARDIA

	Tr. Pkt.	Oz.
Picta Single. Mixed.....	\$0.15	\$0.40
Picta Lorenziana Double. Mixed.....	.15	.40



GODETIA, TALL DOUBLE AZALEA-FLOWERED CARMINEA (Double Schamini)

GERANIUM

Zonale. Single, mixed.....Tr. Pkt. Oz.
\$0.35 \$1.50

GERBERA

Excellent for pots or cut flowers.
Jamesoni. Mixed Hybrids. 100 seeds, 60c.

GILLIA—Capitata

A pretty annual for cutting with heads of lavender
blue flowersTr. Pkt. Oz.
\$0.15 \$0.30

GLOBE AMARANTH

A useful everlasting and used in bedding, especially in semi-
shady beds. Mixed, all colors.....Tr. Pkt. Oz.
\$0.15 \$0.30

GLOXINIA

Hybrida Grandiflora. Choicest mixed. ½ Tr. Pkt.,
60cTr. Pkt. Oz.
\$1.00

GODETIA—Satin Flower

Tall Double Azalea-Flowered Carminea (double
Schamini). (See illustration above.) We highly
recommend the Schamini type which might be
called tall Azalea-flowered. Produced on long
stems. A particularly useful variety is Carminea,
being a pink with a very striking marking....Tr. Pkt. Oz.
\$0.25 \$0.75

Dwarf Double Azalea-Flowered Carminea. Can be
described as a dwarf growing form of the tall
double Carminea, which has become so popular
for a cut flower. This we recommend highly for
pot culture. This plant is so floriferous that when
it is in full bloom it is nothing but flower. It can
be called an annual Azalea.....Tr. Pkt. Oz.
\$0.25 .75

Gloriosa. Blood-redTr. Pkt. Oz.
\$0.15 .50
Rosamond. Shell-pinkTr. Pkt. Oz.
\$0.15 .50
Mixed. All colorsTr. Pkt. Oz.
\$0.15 .50

GOMPHRENA

Splendid everlasting; excellent for cutting. Tr. Pkt. Oz.
Nana Compacta Red. Dwarf red.....Tr. Pkt. Oz.
\$0.15 \$0.50
Aurea Superba (Haageana). Orange yellow.....Tr. Pkt. Oz.
\$0.15 .60
Mixed ColorsTr. Pkt. Oz.
\$0.15 .35

Gourds—Ornamental

Mixed, Various Sorts.....Tr. Pkt. Oz.
\$0.15 \$0.25

GRASSES—Ornamental

Pennisetum Ruppelianum (Purple Fountain Grass). Tr. Pkt. Oz.
\$0.20 \$1.50
LongistylumTr. Pkt. Oz.
\$0.15 .50

Above used largely for bordering canna beds.

GREVILLEA—Silk-Oak

Ornamental foliage plant for vases, etc. Easily Tr. Pkt. Oz.
raised from seedTr. Pkt. Oz.
\$0.20 \$0.85

GYPSOPHILA—Baby's Breath

Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers.

	Tr. Pkt.	Oz.
Elegans Grandiflora		
Alba, "Paris Market," an improved strain. ¼ lb., 60c;		
lb., \$1.75	\$0.15	\$0.25
Numerous growers make several sowings of Paris Market "Baby's Breath" during the spring and summer season. Provides excellent cut-flower material.		

	Tr. Pkt.	Oz.
Elegans Grandiflora		
Carmine, ¼ lb., 75c.	\$0.15	\$0.30

HELIANTHUS—Sun Flower

Annual Varieties

	Tr. Pkt.	Oz.
Chrysanthemum Flowered. Double yellow	\$0.15	\$0.25
Cucumerifolius (Miniature Sunflower).		
Single yellow15	.25
Cut and Come Again.		
Single yellow15	.25
Double Globe (Globosus Fistulosus). Rich yellow		
low15	.25
Dwarf Double (Globe of Gold). Deep yellow	.15	.25
New Red. Extra large flowers; some are rich chestnut red, others tipped with yellow	.15	.40
Oscar Wilde. Single yellow, with black center	.15	.25
Russian. Large yellow; single05
Stella. Single yellow, black center	.15	.25

HELICHRYSUM—Strawflowers

Our strain produces large, perfect double flowers. Excellent for cut flowers, either fresh or in dried state.

	Tr. Pkt.	Oz.	¼ lb.
Fireball. Showy deep crimson	\$0.20	\$0.60	\$1.60
Golden Ball. Clear golden yellow	.20	.60	1.60
Canary Yellow Buttercup. New	.20	.60	1.60
Rose Carmine	.20	.60	1.60
Rose Pink	.25	1.00	2.75
Salmon Pink	.20	.60	1.60
Silver Ball	.20	.60	1.60
Violet	.20	.60	1.60
Mixed. All colors	.15	.50	1.60

HELIOTROPE

	Tr. Pkt.	Oz.
Lemoine's Giant. Excellent large flowering strain	\$0.40	\$2.00
Choice Mixed	.25	1.50

HUMULUS—Japanese Hop

	Tr. Pkt.	Oz.
Rapid growing annual climber, quite ornamental		
Japonicus. Green foliage	\$0.15 \$0.35
Folius Variegatus. Foliage mottled white15 .50

HUNNEMANNIA—Bush Escholtzia

	Tr. Pkt.	Oz.
Fumariaefolia. Produces flowers from July till frost		
Desirable for cutting	\$0.15 \$0.50

HYACINTH BEAN (See Dolichos).

ICE PLANT

	Tr. Pkt.	Oz.
Mesembryanthemum Crystalinum	\$0.15 \$0.50

IMPATIENS—Sultan's Balsam

	Tr. Pkt.	Oz.
Splendid for house and conservatory; fine pot plant		
Sultani. Vermilion	\$0.40
Sultani Hybrids. Mixed40
Holsti. Bright rose40
Holsti Hybrids. Mixed40

IPOMOEA—Moonflower

	Tr. Pkt.	Oz.
Noctiflora. (Moonflower.) (Mexicana Grandiflora)		
Alba. ¼ lb., \$1.25	\$0.15	\$0.40
Heavenly Blue (Rubro-Coerulea)	.20	.90
Setosa (Brazilian Morning Glory). Blue	.15	.30

KOCHIA—Summer Cypress or Mexican Fire Bush

	Tr. Pkt.	Oz.
Childsi. Improved strain.....	\$0.10	\$0.20

LANTANA

Desirable for bedding, pot culture or vases.

	Tr. Pkt.	Oz.
Dwarf Compacta. Mixed.....	\$0.15	\$0.50
Hybrida. Tall, Mixed.....	.15	.40

LARKSPUR

Tall annual stock flowered, equally desirable for greenhouse or outdoor culture.

The...
Season's Novelty
LARKSPUR
"La France"

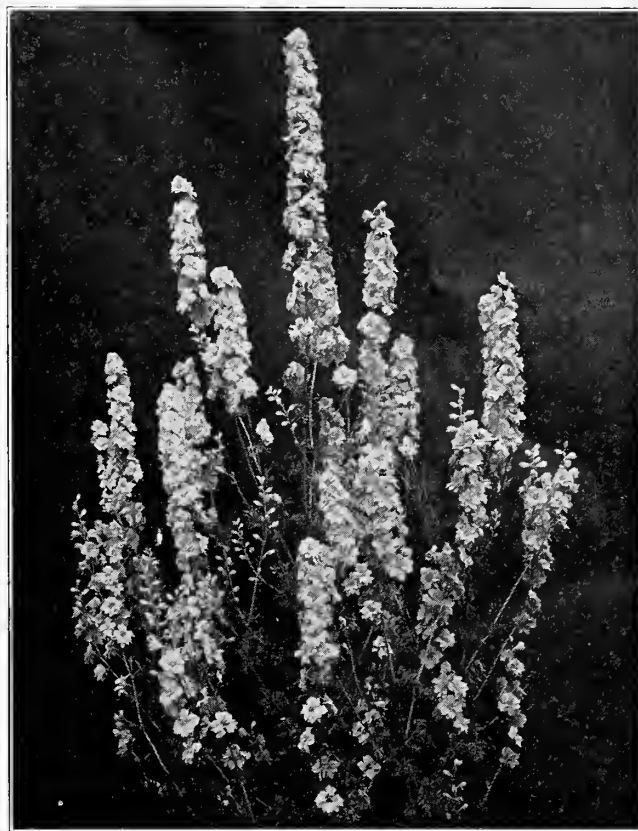
Illustrated in Color on Front Cover of This Book.

The introduction, a few years ago, of such colors as Lustrous Carmine, Rosy Scarlet and Ageratum Blue brought the stock-flowered Larkspur into popularity with florists for use as a cut flower. The delightful shade, Exquisite, seemed at the time of its introduction the culmination of beauty in this type of Larkspur, but we feel that La France is the most striking color of all and, without any question, the most outstanding novelty for the season of 1929. La France is much more vigorous and taller-growing than other light shades of Stock-Flowered varieties on the market today and, in our trials for the past three seasons, is more resistant to mildew. The flowers are of a pleasing salmon-pink, a shade closely resembling the popular Antirrhinum "Jennie Schneider." The large, well-formed double flowers, well placed on the long stems to set off its attractions, present a beautiful appearance which has won it instant recognition. La France came true the first season it flowered and has continued to remain pure line during the three years we have had it under observation. Therefore, we have no hesitancy in offering this novelty to our customers as the best color for florists' use.

La France. The exceptional new salmon-pink which is considered the most outstanding variety to date for cut flowers. Per 1,000 seeds, \$1.00; 5,000 seeds for \$3.50; 10,000 for \$6.00. (Supply Limited.)

Following is a list of other desirable colors and shades of true Stock-Flowered Annual Larkspur:

	Tr. Pkt.	Oz.
Improved Exquisite. Soft pink.....	\$0.25	\$2.00
Dark Blue15	.60
Newport Pink15	.80
Bright Rose15	.60
Shell Pink15	.75
Sky Blue15	.75
Pure White15	.60
Giant Stock-Flowered. Mixed.....	.10	.40
Giant Hyacinth-Flowered. Mixed.....	.15	.75
Dwarf Double Rocket. Mixed.....	.15	.75



ANNUAL LARKSPUR "LA FRANCE"
 (Illustrated in Color on Front Cover)

LOBELIA

Sow early to get best results.

	Tr. Pkt.	Oz.
Barnard's Perpetual. Dwarf blue, white eye.....	\$0.30	\$1.50
Speciosa. Dark blue, trailing.....	.25	1.00
Crystal Palace Compacta. Dwarf, dark blue.....	.50	2.50
Emperor William. Dwarf, light blue.....	.50	2.50
Erinus Gracilis. Light blue, trailing.....	.15	.75
Sapphire. Deep blue, white eye, trailing.....	.40
White Gem. Dwarf, white.....	.30	1.75
Bedding Queen. Blue white eye.....	.30	2.00

LUPINUS—Annual

Fine for forcing, splendid cut flower.

	Tr. Pkt.	Oz.
Pink, Rich Blue, Sky Blue, White, Scarlet, White Tipped or Yellow	\$0.15	\$0.35

LUNARIA—"Honesty"

	Tr. Pkt.	Oz.
Alba. Admired for its silvery seed panicles.....	\$0.15	\$0.65

MARIGOLD**Tall African Varieties**

	Tr. Pkt.	Oz.
A. B. C. Special Strain of "Orange Ball." Double orange	\$0.20	\$1.00
A. B. C. Special Strain of Lemon. Clear lemon- yellow20	1.00
Orange Beauty. Single, orange-yellow.....	.15	.75
Tall African Mixed15	.60

Dwarf Varieties

	Tr. Pkt.	Oz.
Pride of Garden. Dwarf, golden yellow.....	.15	.50
"Legion of Honor." Single, golden yellow with crimson spot15	.45
Dwarf, Gold Striped. Brownish red, striped yellow	.15	.45
Dwarf, French Mixed.....	.15	.35
Dwarf, Lilliput. Very dwarf, excellent for pots...	.15	.50



MARIGOLD "ROBERT BEIST"

MARIGOLD DWARF FRENCH

"Robert Beist"

Selected Strain

This dwarf French Marigold is very desirable as a cut flower. The blooms measuring about the equivalent of a fifty cent coin and the color combination most pleasing, namely velvety reddish brown with small golden center. Robert Beist is a particularly free bloomer and for retail cut flower work should prove worth growing in some quantity.

	Tr. Pkt.	Per Oz.
Robert Beist	\$0.25	\$1.00

African Marigolds.—These require a somewhat different treatment from that of the French Marigolds. The seed may be sown in heat about the same time, and the plants pricked off into a good rich compost. Care must be taken that they do not suffer from want of water, as when the roots become matted on the surface they are apt to cheat the cultivator, the soil on the top appearing damp after watering, while it may be dust dry beneath. Harden off, and plant out about the end of May, or in June, in well-prepared and rich soil, 15 inches apart. The after-treatment should be somewhat liberal till the bloom buds appear, when it may be moderate. The great point is to secure strong, healthy plants which may be expected to produce large, fine blooms. If exhibition blooms are desired not more than four branches should be allowed on each plant, and only one bloom on each branch.

*See previous
page for complete
list of Marigolds*

Marigolds

For Cut Flowers



Marigolds, Particularly

TALL AFRICAN

"ORANGE BALL"

and "LEMON BALL"

have of recent years become immensely popular as cut flowers and are now grown in large volume—one florist in the Southwest cultivating yearly some six acres of "ORANGE BALL" and shipping several hundred thousand blooms to various parts of the U. S. A. Appreciating their value we have arranged with a California specialist grower for a particularly fine strain of the above named desirable kinds.

	Tr. Pkt.	Per Oz.
A. B. C. Special Strain of "Orange Ball"	\$0.20	\$1.00
A. B. C. Special Strain of "Lemon Ball"20	1.00



MARIGOLD, TALL AFRICAN
A. B. C. Special Strain of "Orange Ball" for Cut Flowers.

MARVEL OF PERU—Four O'Clock

	Tr. Pkt.	Oz.
Mixed Colors. ¼ lb., 40c.....	\$0.10

MATTHIOLA

	Tr. Pkt.	Oz.
Bicornis. Evening-scented stock, purplish lilac....	\$0.15

MATRICARIA—Feverfew

	Tr. Pkt.	Oz.
Capensis fl. pl. Double white; choice cut flower..	\$0.20	\$0.50
Golden Ball. Of compact habit with densely double golden yellow blooms which completely cover the plant; exceptional for bedding.....	.35	1.25

MAURANDIA

Desirable climbing plant for vases, baskets, etc.

	Tr. Pkt.	Oz.
Barclayana. Purple	\$0.50	\$3.00
Choice Mixed. All colors.....	.50	3.00

MESEMBRYANTHEMUM

	Tr. Pkt.	Oz.
Crystallinum. Ice plant. White flowers.....	\$0.15	\$0.40

MIGNONETTE

Desirable for cutting. Fragrant.

	Tr. Pkt.	Oz.
Allen's Defiance	\$0.15	\$0.40
Bismark. Large, compact spikes.....	.20	.85
Golden Machet. Golden yellow.....	.15	.75
Goliath. Extra large spikes.....	.25	1.00
New York Market. Greenhouse grown, one of the finest for forcing. ½ oz., \$1.00.....	.50	6.00
Machet. Red, fine spikes.....	.15	.65
Sweet Scented. Odorata15

MIMOSA—Sensitive Plant

	Tr. Pkt.	Oz.
Pudica	\$0.15	\$0.40

MIMULUS

	Tr. Pkt.	Oz.
Moschatum (Musk Plant).....	\$0.50
Tigrinus (Monkey Flower).....	.35

MOONFLOWER (See Ipomoea).

MORNING GLORY (See Convolvulus).

MOURNING BRIDE (See Scabiosa).

MINA LOBATA

	Tr. Pkt.	Oz.
Climber, rosy carmine.....	\$0.25

MOMORDICA

	Tr. Pkt.	Oz.
Balsamina (Balsam Apple).....	\$0.15	\$0.35
Charantia (Balsam Pear).....	.15	.35

MUSA

Ensete (Abyssinian Banana). 25 seeds, 50c; 100 seeds, \$1.25.

MYOSOTIS—Forget-Me-Not—"Susanne"

Excerpt from Florists' Review.

"A pot plant of a new early-flowering Myosotis has been attracting great attention in the window of the A. B. C. Day after day members of the trade stop, look and enter to inquire. Several persons outside the trade have asked if they could buy the plant, only to be told that it was an "exhibit" and not for sale. It is perhaps the finest Forget-Me-Not to date. In addition to selling well in a cut state, it makes a splendid pot plant, but its chief value lies in its early-blooming habit."

Price per pkt., \$1.00; 6 pkts., \$5.00. Seed of above planted in April-May usually produces good blooming plants for Christmas holidays. Especially desirable for St. Valentine's Day.

MYOSOTIS—Forget-Me-Not

Standard Varieties

	Tr. Pkt.	Oz.
Alpestris Victoria. Dwarf, blue.....	\$0.25	\$1.00
Dissitiflora. Early bloomer, dark blue.....	.40	3.00
Eliza Fanrobert (Robusta Grandiflora). Blue, fine for pots30	1.50
Semperflorens. Everblooming40	2.00
Royal Blue. Rich blue.....	.25	1.00
Ruth Fischer. Fine blue. ½ oz., \$1.50.....	.50
Alpestris, Mixed. All colors.....	.15	.60
Pink Bouquet. ¼ oz., 50c.....	.30



FORGET-ME-NOT—Myosotis, Variety "Susanne"

NASTURTIUM—Dwarf or Tom Thumb

Varieties

	Oz.
Empress of India. Crimson; dark foliage. ¼ lb., 40c; lb., \$1.25	\$0.15
Golden King. Golden yellow. ¼ lb., 40c; lb., \$1.25.....	.15
King Theodore. Crimson-maroon. Dark foliage. ¼ lb., 40c; lb., \$1.25.....	.15
Salmon Pink. ¼ lb., 40c; lb., \$1.25.....	.15
Dwarf Flowering. Mixed. ¼ lb., 35c; lb., \$1.10.....	.15
Dwarf Lilliput. Mixed. Fine for pots. ¼ lb., 50c; lb., \$1.5015

NASTURTIUM—Climbing or Trailing

Varieties

	Oz.
King Theodore. Crimson-maroon, dark foliage. ¼ lb., 30c; lb., \$1.00.....	\$0.10
Pink. ¼ lb., 30c; lb., \$1.00.....	.10
Scarlet. ¼ lb., 30c; lb., \$1.00.....	.10
Golden Yellow. ¼ lb., 30c; lb., \$1.00.....	.10
Tall Giant Flowering. Mixed. ¼ lb., 30c; lb., \$1.00.....	.10
Mme. Gunther Hybrids. Mixed. ¼ lb., 40c; lb., \$1.50....	.15
Lobb's Climbing. Mixed. ¼ lb., 30c; lb., \$1.00.....	.15

NEMESIA

	Tr. Pkt.	Oz.
Varying in color from creamy white to deep orange and carmine. Excellent for bedding. Mixed..	\$0.35	\$1.80

NICOTIANA—Ornamental Tobacco

Showy sweet-scented annual plants, giving a continuous display of Summer flowers.

	Tr. Pkt.	Oz.
Affinis. Fragrant, white	\$0.15	\$0.35
Affinis Hybrida. Mixed15	.40
Sanderae. Red15	.50

NIEREMBERGIA

For baskets, vases or bedding out.

	Tr. Pkt.	Oz.
Frutescens. White, tinted lilac.....	\$0.30	\$4.00

NIGELLA—Love-in-a-Mist

	Tr. Pkt.	Oz.
Damascena. Mixed. (Love-in-a-Mist).....	\$0.15	\$0.25
Miss Jekyll. Long-stemmed variety; blue; fine for cutting15	.30

PAPAVER (See Poppy).

PELARGONIUM (See Geranium).

PENTSTEMON

	Tr. Pkt.	Oz.
Sensation. Largely used for bedding; should be treated the same as petunias, verbenas, etc.; mixed colors	\$0.40	\$3.50
New Hybrids Mixed. Hardy perennial; large spikes50	3.00
PERIWINKLE (See Vinca).		



TYPES OF A. B. C. "PRIVATE STOCK" PANSIES

PANSIES

A. B. C. "Private Stock" EXHIBITION Fancy Mixture

For Cut Flower or Plant
Production

We now enjoy an unprecedented demand for A. B. C.

"PRIVATE STOCK" MIXTURE from growers who desire to produce "PANSIES THAT SELL ON SIGHT." The seed is saved from giant richly colored flowers and blended in such manner that a complete assortment can be depended upon.

Trade pkt., 50c; per $\frac{1}{8}$ oz., \$1.25; per $\frac{1}{4}$ oz., \$2.00; per oz., \$7.00.

STEELE'S PANSY MIXTURES

Supplied to us direct by Steele.

Mastodon Miracle Mixed. $\frac{1}{8}$ oz., 85c; $\frac{1}{4}$ oz., \$1.50; $\frac{1}{2}$ oz., \$2.75; 1 oz., \$5.25; 2 ozs., \$10.00; 4 ozs., \$19.00; 8 ozs., \$34.00.

Steele's Masterpiece Mixed. $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.75; $\frac{1}{2}$ oz., \$3.25; 1 oz., \$6.25; per oz., \$12.00; 2 ozs., \$22.00; 4 ozs., \$40.00.

Steele's Greenhouse Special Mixed. (O. K. outside.) $\frac{1}{8}$ oz., 65c; $\frac{1}{4}$ oz., \$1.00; $\frac{1}{2}$ oz., \$1.75; 1 oz., \$3.25; 2 ozs., \$6.00; 4 ozs., \$16.00; 8 ozs., \$21.00.

"Something Different" in Pansies

A. B. C. "SWISS MIXTURE"

A Giant Flowering strain consisting largely of brilliant colors of sulphur and golden yellow, carmine, orange, scarlet and blue shades. Most of the flowers showing a combination of these shades. A very unusual and very supreme mixture of odd colorings.

Tr. pkt., \$1.00; per oz., \$18.00.

A. B. C. GIANT PANSIES

	Tr. Pkt.	$\frac{1}{4}$ Oz.	Oz.		Tr. Pkt.	$\frac{1}{4}$ Oz.	Oz.
Black Blue	\$0.30	\$0.50	\$1.65	Madame Perret. Shades of pink and rose	\$0.30	\$0.60	\$2.00
Bugnot. Shades of red, bronze....	.35	.80	3.00	Peacock. Blue, claret and white....	.30	.50	1.65
Cardinal. Brilliant red.....	.35	.60	2.40	Prince Henry. Dark blue.....	.30	.50	1.65
Emperor William. Blue.....	.30	.50	1.65	Pure Yellow30	.50	1.65
Giant Prize. Azure blue.....	.30	.50	1.65	Snow Queen. Pure white.....	.30	.50	1.65
Golden Queen. Golden-yellow....	.30	.50	1.65	Striped and Mottled.....	.30	.50	1.65
Hortensia Red30	.50	1.65	White with Eye.....	.30	.50	1.65
King of the Blacks.....	.30	.50	1.65	Yellow with Eye.....	.30	.50	1.65
Lord Beaconsfield. Pure violet....	.30	.50	1.65	Giant Trimardeau, Choice mixed..	.30	.75	2.00
				Choice Mixed25	.50	1.50

A. B. C. "PRIVATE STOCK" THE PAR-EXCELLENCE OF PANSY MIXTURES

TWO PAGES OF "DE LUXE"



New Dwarf California Giant "Ramona" Strain Petunia Has Proven a Successful Item for Pot Culture.

PETUNIA—New Dwarf California Giants "RAMONA" STRAIN MIXED (Illustrated Above)

By far the best strain of Giant Petunias for pot culture. Also exceptional for bedding. We have checked this type against many in our experimental grounds this season and consider it the most compact Giant Petunia with the largest and best formed flowers of any dwarf type of Petunia on the market today. As in the above illustration, when in full bloom the plant shows nothing but large, colorful flowers with open throats well marked and veined. Wherever this strain has been tested it has proved all that we say of it.

Trade pkt. (1,000 seeds), \$1.00; 1/32 oz., \$5.00.

Diener's California Petunias (Originator's Seed) For Pot Plants and Bedding

	Tr. Pkt.	3 Pkts.
Giant Double Mixed. Broad petaled. A peculiarity of the doubles is that they are the slowest growers in the lot; in most cases the seedlings appearing first are the singles, while the latest are the double. Diener's Double Giant Mixed	\$1.50	\$4.00
Ruffled Monsters Mixed. A wonderful selection of single flowered varieties.....	.75	2.00

Diener's Single Large Flowering

	Tr. Pkt.	3 Pkts.
Pink. Strong veined center. Exquisite color combinations.....	\$0.75	\$2.00
Red With Black Center. Outer edge of the flower is red with a coal black center.....	.75	2.00
Blue or Purple. The flowers average 4 inches in diameter. It is of a rich silky blue.....	.75	2.00
Blue and White. Especially adapted for window boxes or hanging baskets.....	.75	2.00
Pink Glory. Pure flame rose-pink, without a trace of purple.....	1.00	2.75
Variegated75	2.00
Red and White Variegated, yellow center.....	.75	2.00
Mauve. Center veined royal purple.....	.75	2.00
Copper Red75	2.00

PETUNIAS



Of all the plants which the florist raises from seed, Petunias of "class," both single and double-flowered, probably give best returns. We pride ourselves on the fact that our complete list represents the "De Luxe" of this worthy plant family. All of the seed offered has been hand pollenized, consequently is true to type.



Grow Petunia "Theodosia" for Pot Plant Sales for Mother's Day and Memorial Day "Theodosia"

The "All Purpose" Petunia; Rose and Gold

We believe this to be the ultimate in Petunia selection. 500 seeds, \$1.00; 1,000 seeds, \$1.75. (See inside front cover for colored illustration.)

American Bulb Company,
Chicago, Ill.

May 24, 1928.

Dear Sirs:

Your petunias are certainly a knockout, especially "Theodosia." We had over three thousand petunias all from A. B. C. seed, and at this date, May 24th, we have not a single one left for Memorial Day. The retail price these petunias are bringing is 35c from 4-inch pots, which beats Geraniums to a standstill. Petunia seed from A. B. C. for me always.

Note: We control entire crop of originator's seed of petunia "Theodosia." There is no substitute for this exceptional variety.

Yours truly,

JOHN HAUPRICHT.

Station C, Route 3, Box 268
Toledo, Ohio.



Petunia (Double)
Rosy Morn

Double Petunia Rosy Morn

This beautiful small flowered double pink petunia has come into the greatest favor. However, since seed produces only a nominal number of double flowers, it is well to sow early and take cuttings from the true double. The single flowers are invariably equal to high class Rosy Morn, consequently the crop is all available. Pkt., \$1.00; 6 pkts., \$5.00.

PETUNIAS FOR PLANTS, BEDDING, PORCH BOXES, VASES, ETC.

The "De Luxe" of Double Petunia Mixtures

We take considerable pride in offering SHEPHERD'S DOUBLE "SEED-PRODUCING" STRAIN OF PETUNIAS. They have never been surpassed in beauty, size, form or color—if ever equaled. Selection of every flower was made with the greatest care and thought and the results are a surprise to the world. It would be impossible to describe at length the many varieties in form and color, pink, snowy white, violet, lavender, mauve, crimson, plain and shaded with variegations in all these shades innumerable. Many of the flowers measure 5 inches across—none less than 3. They are fluted, ruffled and pinked. The combinations of color are exceedingly strange and beautiful.

This wonderful strain will without doubt revolutionize the growing of double petunias as the same not infrequently produces fully seventy-five per cent of very large double flowers in all colors, and with a high percentage of germination.

Price—500 seeds, \$1.00; 1,000 seeds, \$1.75;
6,000 seeds for \$10.00; 16,000 seeds for \$25.00

	500 Seeds	1000 Seeds
Marvelous Double Mixed. Similar to the preceding but with fewer of the very large, peony-flowered type		\$1.00
New Carnation or Small Flowered Double. Free bloomer; excellent for pot plants.....	\$1.50	2.75
New Double White "Madonna." Gives a large percentage of pure white. Deeply fluted flowers; a fine florist's flower. Comes remarkably true....		1.50

A. B. C. Special Strains of California Grown Petunias

Giant Flowered—Single

	Tr. Pkt.	
California Giant Mixed. Mammoth flowering. ($\frac{1}{8}$ oz., \$3.00; $\frac{1}{4}$ oz., \$1.75).....	\$0.50	
Grandiflora Fringed, Hybrida Mixed. Beautifully fringed. ($\frac{1}{8}$ oz., \$1.50).....	.50	
Ruffled Giants, Fluffy Ruffles. Mixed colors. ($\frac{1}{8}$ oz., \$3.00; $\frac{1}{4}$ oz., \$1.75).....	.75	
Romany Lass (New). Clear bright crimson.....	.50	
Velvety blood-red with purple throat, striped in black.		
	1,000 Seeds	
Giant Copper Red. Ruffled, with bronze or black throat..	1.00	
Giant Rose. Ruffled; veined black.....	1.00	
Giant Steel Blue. Ruffled; veined black.....	1.00	
Giant White. Large flower.....	1.00	

Large Flowered—Single

	Tr. Pkt.	Oz.
Triumph (New). Beautifully ruffled; bright pink..	\$0.75
Howard's Star. Crimson-maroon.....	.40	\$2.00

Single Small Flowered—Dwarf Sorts

	Tr. Pkt.	Oz.
Rosy Morn. Dwarf; rose. ($\frac{1}{4}$ oz., 75c) (select stock)	\$0.50	\$2.50
Rose of Heaven. Very dwarf. Rose-pink. ($\frac{1}{4}$ oz., 75c)50	\$2.00
Blue Bird (Blue Rosy Morn).....	.50
Snowball. Dwarf. Pure white. Very compact....	.30	.50
Viola (New). Deep violet; fine.....	.50	1.00
Dwarf Inimitable. Of dwarf, compact habit; flowers striped and blotched.....	.30	1.50

Double Small Flowered

Double Rosy Morn (6 pkt., \$5.00).....	\$1.00
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Single Small Flowered Sorts

General Dodds. Velvety blood-red.....	\$0.50	\$1.00
Countess of Ellesmere. Rose, white throat.....	.50	1.00
Striped and Blotched. Mixed.....	.25	1.00



DOUBLE LARGE FLOWERING PETUNIA

A. B. C. Special "Seed Producing" Mixture (Shepherd's Strain)

Small Flowered Balcony Petunias

	Tr. Pkt.	$\frac{1}{8}$ Oz.
Blue, Rose, White, Red. Desirable for porch boxes, etc.	\$0.25	\$0.50

Portland Petunias

Single Large Flowered (Originator's Seed)

Now very popular with the trade (we supply originator's new crop seed).

	Tr. Pkt.	Oz.
Elk's Pride. "Royal Purple".....	\$1.00	
Pride of Portland. Deep rose.....	1.00	
White Beauty	1.00	
Scarlet Beauty. Bright scarlet.....	1.00	
Mixed Colors	1.00	

3 packages of any of above for \$2.50

6 packages of any of above for \$4.50

Petunias for Mother's Day

Well grown Petunias, especially double-flowered varieties and "Theodosia" (see inside front cover) are now to be classed as a most important plant for Mother's Day sales. Easily produced and providing quick profit. We beg to call particular attention to A. B. C. Double-Flowered "Seed-Producing" Strain, positively the "last word" in double-flowering Petunias.

"Is it possible that the Petunia will displace the geranium as a window box, lawn vase and bedding plant? Although geraniums are in oversupply almost everywhere this season, Petunias are scarce, even though nearly all the growers of bedding plants started more Petunia seed this year than ever before."—Excerpt from Florists Review, June 7, 1928.

PHLOX DRUMMONDI

Beautiful Summer flowering annual; excellent for pot plants for Spring sales.

Grandiflora Varieties

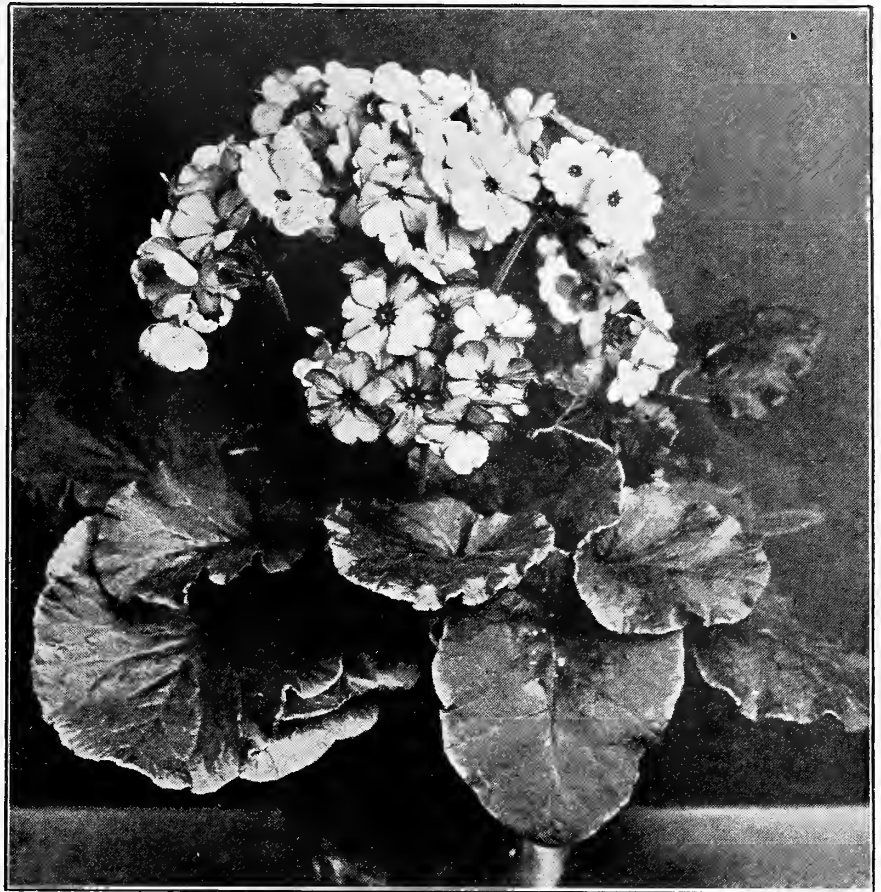
	Tr. Pkt.	¼ Oz.	Oz.
Violet with Eye.....	\$0.25	\$0.35	\$1.00
Alba. Pure white.....	.25	.35	1.00
Coccinea. Scarlet.....	.25	.35	1.00
Pink.....	.25	.35	1.00
Yellow.....	.25	.35	1.00
Stellata Splendens. Scarlet, with white eye.....	.25	.35	1.00
Choicest Mixed.....	.2080

Dwarf or Compact Varieties for Bedding

	Tr. Pkt.	¼ Oz.	Oz.
"Cecily." Large flowering mixed.....	\$0.50	\$0.75	\$2.25
Fireball. Brilliant scarlet....	.40	.60	2.00
Pink.....	.40	.65	2.40
Snowball. Pure white.....	.40	.60	2.00
Choicest Mixed.....	.30	.50	1.75

POMEGRANATE ORNAMENTAL**A New Christmas Plant**

They come into flower early, but the first flowers should be kept "nipped" until well on in September when they will begin to take on a general crop which will make them salable in December and for several months following. 200 seeds, \$1.00; 1000 seeds, \$4.50.

**POPPY****Double Annual Varieties**

	Tr. Pkt.	Oz.
Carnation Flowered. Mixed. ¼ lb., 50c.....	\$0.15
Crimson King. Crimson.....25
Fairy Blush. White, fringed and tipped with rose. .15	.15	.25
Mikado (Striped Japanese). White, striped crimson .15	.15	.30
Peony-Flowered. Scarlet.....	.15	.30
White.....	.15	.30
Yellow.....	.15	.30
Mixed. ¼ lb., 50c.....15
Improved Shirley, May Queen. An improved strain; large double flowers; mixed colors.....	.20	.75

Single Annual Varieties

	Tr. Pkt.	Oz.
American Legion. A new Shirley Poppy of a daz- zling orange-scarlet; immense size.....	\$0.15	\$0.50
Miss Sherwood. Chamois rose.....	.15	.25
Shirley. Large flowers; mixed colors. ¼ lb., 75c..	.15	.25
Tulip. Glowing scarlet.....	.15	.40

PORTULACA

	Tr. Pkt.	Oz.
Double. Large flowering, mixed; extra fine quality.	\$0.30	\$2.00
Single. Large flowering, mixed. ¼ lb., \$1.50.....	.15	.50

POT MARIGOLD (See Calendula).**PRIMULA CHINENSIS FIMBRIATA**

	½ Tr. Pkt.	Tr. Pkt.	Oz.
Alba Magnifica. White. ½ oz., \$1.50.....	\$0.60	\$1.00	
Chiswick Red. Bright red. ½ oz., \$1.75.....	.60	1.00	
Duchess. White with zone of rosy carmine, yellow eye. ½ oz., \$1.75.....	.60	1.00	
Rosy Morn. Pink. ½ oz., \$2.25.....	.60	1.00	
Kermesina. Crimson.....	1.00	
Prize Mixture. This mixture contains only the very finest sorts selected from the best strains. ½ oz., \$3.00.....	.60	1.00	

PRIMULA OBCONICA M & M TYPE GROWN BY
A. STEFFETER, PROPRIETOR OF NEW CITY FLORAL CO.,
61ST AND THROOP STS., CHICAGO, ILL.

PRIMULA—Various Sorts

	Tr. Pkt.
Kewensis (Verbena Scented Yellow Primrose). Of strong growth; long spikes of yellow flowers. ½ oz., \$1.25....	\$0.50
Malacoides (Improved Baby Primrose). Color, light lilac. ½ oz., \$1.00.....	.50
Malacoides Alba. Pure white. ½ oz., \$1.25.....	.50
Malacoides Superba. Deep rosy pink flowers. Pkt., 30c.	

PRIMULA OBCONICA

"M and M" LARGE FLOWERING STRAIN

Probably in no plant that at the present time is in large demand has there of late been so much improvement as in **PRIMULA OBCONICA**. A few years ago two famous European grower specialists introduced what is known as **THE "M and M" STRAIN** "Rosea," a beautiful shade of rose and "Atrosanguinea," a brilliant clear red—the flowers of which are unusually large and well formed, foliage of heavy dark green texture—plants grow compact and bushy and altogether provides stock that usually **"SELLS ON SIGHT."** We doubt much if there is any strain on the market today anywhere near comparable to "M and M." Our supply of seed is secured direct from the originators. Price, red or rose, trade pkt., \$1.50; 1/32nd oz., \$5.00.

For prices on "M and M" plants please consult classified pages of The Florists' Review.

PRIMULA OBCONICA—Additional Varieties	Tr. Pkt.
A. B. C. New Blue. An exceptional shade.....	\$1.00
Grandiflora Alba. White. ½ oz., \$2.50.....	.50
Mixed. ½ oz., \$2.25.....	.50



LARGE FLOWERING SALPIGLOSSIS
Excellent for Cut Flowers

PYRETHRUM—Foliage Sorts for Bedding

	Tr. Pkt.	Oz.
Aureum (Golden Feather). Yellow foliage.....	\$0.15	\$0.45

RHODANTHE—Everlasting Flower

	Tr. Pkt.	Oz.
Double Pink. Choice for cutting.....	\$0.25	\$0.60
Double White25	.60
Mixed Colors15	.50

RICINUS—Castor Oil Bean

	Oz.	Lb.
Borboniensis. 15 feet. Green foliage.....	\$0.15	\$1.25
Cambodgensis. Bronzy maroon, 5 feet.....	.15	1.75
Gibsoni. Dark red, 5 feet.....	.20	2.00
Giant (Panormitanus). Immense dark brown leaves20	2.00
Sanguineus. Blood red, 5 feet.....	.15
Zanzibarensis. 12 feet. Mixed colors.....	.15	1.75
Red Spire (New). Bronze-green foliage.....	.50

This is the showiest of the entire Ricinus family.

RUDBECKIA

	Tr. Pkt.	Oz.
Bicolor Superba. Yellow and brown.....	\$0.20	\$0.50

SALPIGLOSSIS

Very showy annuals, splendid for cutting.

	Tr. Pkt.	Oz.
Crimson and Gold.....	\$0.30	\$1.15
Primrose30	1.15
Purple and Gold.....	.30	1.15
Rose and Gold.....	.30	1.15
Scarlet and Gold.....	.30	1.15
White and Gold30	1.15
Violet and Red.....	.30	1.00
Choice Mixed25	.75
Emperor. Extra large flowering, mixed.....	.25	1.00

SANVITALIA

	Tr. Pkt.	Oz.
Procumbens fl. pl. Bright yellow double flowers; useful in vases, etc.....	\$0.30	\$1.25

SALVIA

We fully realize the importance of Salvias to the florist and are careful to arrange for our stock with a specialist who supplies only fine plump seed which is saved from specimen plants and such as shows a high germination.

	Tr. Pkt.	Oz.
America (Globe of Fire).....	.50	\$4.50
Bonfire (Clara Bedman).....	.40	3.00
Fireball. Dwarf50	3.00
Splendens. Tall growing.....	.35	2.00
Drooping Spikes50	4.00
Zurich. Dwarf, early.....	.50	4.00
Patens. Blue50

SAPONARIA

	Tr. Pkt.	Oz.
Vaccaria. A free-blooming annual with beautiful pink feathery flowers. ¼ lb., 75c.....	\$0.15	\$0.35

Used in same manner as Baby's Breath.

SCARLET FLAX (See Linum).

SCABIOSA—Mourning Bride

	Tr. Pkt.	Oz.
Lavender, Cherry Red, Crimson, Flesh, Pink, Black, Rose or White.....	\$0.15	\$0.50
Ageratum Blue15	.60
Peach Blossom25	1.00
Shasta. Pure white.....	.25	1.00
Extra Fine Mixed15	.40
Dwarf Double Mixed15	.40

SCHIZANTHUS—"Butterfly Flower"

For cut flowers.

	Tr. Pkt.	Oz.
Garroway's Hybrids	0.50
Hybrida Grandiflora20	\$0.75
Wisetonensis. Fine for pots.....	.30	1.00
Wisetonensis. Rose and amber shades ¼ oz., 60c30

SENSITIVE PLANT—Mimosa

	Tt. Pkt.	Oz.
Pudica. Flowers pinkish white.....	\$0.15	\$0.50

SHAMROCK

	Tr. Pkt.	Oz.
True Irish. ¼ lb., \$2.50.....	\$0.20	\$0.75

SHASTA DAISY (See Chrysanthemum).

SMILAX—Myrsiphyllum Asparagoides

A well known greenhouse climber.

	Tr. Pkt.	Oz.
Valuable for floral decorations. ¼ lb., \$1.75.....	\$0.15	\$0.50

SNAPDRAGON (See Antirrhinum).

SOLANUM—"Jerusalem Cherry"

	Tr. Pkt.	Oz.
Capsicastrum—		
Jerusalem Cherry. Scarlet berries.....	\$0.15	\$0.50
Cleveland Cherry. Grows more compact than above and produces the scarlet berries in greater pro- fusion40	2.00
Bird's Eye Pepper.....	.75

STATICE—Everlasting Flower

	Tt. Pkt.	Oz.
Valuable for cutting or decorative purposes.....	\$0.25	\$2.00

Statice Annual Varieties

	Tr. Pkt.	Oz.
Coming into great favor for cut flowers.		
Sinuata. Blue	\$0.20	\$0.60
White20	.60
Lavender20	.60
Rosea Superba20	.60
Bonduelli, Golden Yellow15	.40
Suworowi (Russian or Cattail Statice).....	.50	1.25

STEVIA

	Tt. Pkt.	Oz.
Serrata. Fragrant white flowers; desirable for cut- ting	\$0.30	\$1.80

AMERICAN STOCKS

Stocks produced under glass have of recent years become an important and invariably quite profitable item for the florist and in consequence we have made careful tests of various strains offered by suppliers throughout the world—these tests resulting in our offering exclusively seed from an American specialist grower because of the large percentage of double flowers obtained as well as extreme earliness of bloom, long stems and branching habit of the plants. We can, we believe, recommend to the trade these American grown Stocks with all confidence, especially **IMPROVED BISMARCK**, as being the "SUPREME IN QUALITY."

AMERICAN STOCKS

A. B. C. Special Florists' Strains

IMPROVED BISMARCK STOCKS

An especially meritorious class. These Stocks are giant, growing from twenty-four to thirty inches tall, of branching habit, producing innumerable large spikes measuring twelve to sixteen inches long, coming into bloom in about twelve weeks after seedlings are planted.

	Tr. Pkt.	Oz.
White	\$0.50	\$3.00
Blood Red50	3.00
Blush, Apple Blossom.....	.50	3.00
Canary Yellow (Golden Bell).....	.50	3.00
Dark Blue50	3.00
Fiery Blood Red. Fine.....	.50	3.00
Lavender. Extra50	3.00
Rose. Deep rose-pink.....	.50	3.00
Choice Mixed50	3.00

STOCK, IM. BISMARCK "GOLDEN ROSE"

A rich light rose enhanced by a pleasing golden effect in the center of each individual floret. Very double large flowers on long stems. A wonderful cut flower. Trade Pkt., 50c.

BEAUTY OF NICE STOCKS

Particularly desirable because of their long stems and branching habit.

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Canary Yellow	\$0.40	\$2.50	Old Rose	\$0.40	\$2.50
Carmine Rose40	2.50	Rosy Lilac40	2.50
Crimson40	2.50	White40	2.50
Deep Blue40	2.50	Lavender40	2.50
Flesh Pink40	2.50	Choice Mixed40	2.50

Perpetual Branching (Giant Perfection)

Very early and free blooming.

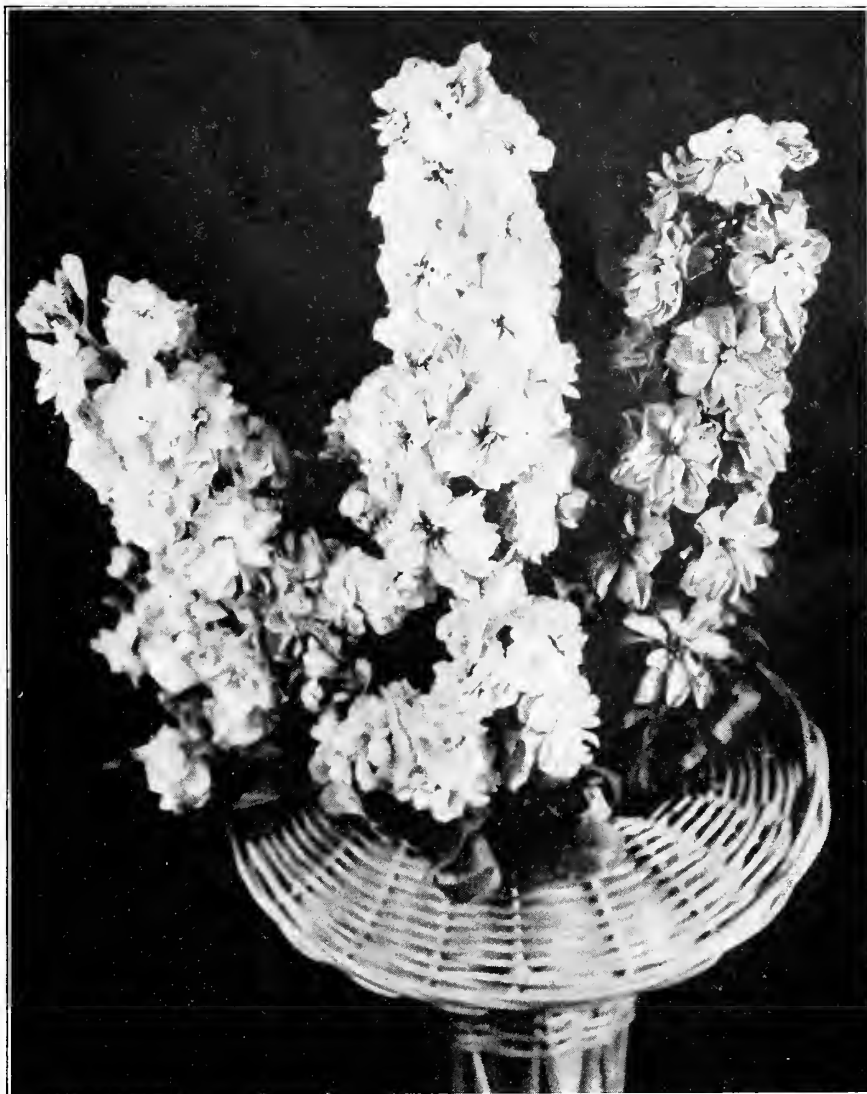
	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Blood Red	\$0.40	\$2.50	Snowdrift (New).		
Flesh40	2.50	Early; pure white.	\$0.50	\$2.50
Pale Blue40	2.50	Princess Alice.		
Pale Blush40	2.50	White. (Cut-and-		
Rose40	2.50	come-again)50	2.50
			Choice Mixed40	2.50

Large Flowering Dwarf Ten Week Stocks for Bedding

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Blood Red	\$0.40	\$2.50	White	\$0.40	\$2.50
Bright Pink40	2.50	Flesh40	2.50
Canary Yellow40	2.50	Light Blue40	2.50
Deep Purple40	2.50	Choice Mixed40	2.50
Lavender40	2.50			

Wallflower Leaved Ten Week Stocks

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Apple Blossom Flesh	\$0.50	\$2.50	Snowflake. Pure		
Canary Yellow50	2.50	white	\$0.50	\$2.50
Violet Queen50	2.50	Choice Mixed50	2.50



STOCKS, IMPROVED BISMARCK

American Grown Seed of "Improved Bismarck" Is Today the Most Popular of All Types of Stocks for Cut Flowers.

STRAWFLOWER (See Helichrysum).

SUNFLOWER—Helianthus

ANNUAL VARIETIES

	Tr. Pkt.	Oz.
Chrysanthemum Flowered. Double yellow.....	\$0.15	\$0.25
Cucumerifolius (Miniature Sunflower). Single yellow15	.25
Cut and Come Again. Single yellow.....	.15	.25
Double Globe (Globosus-Fistulosus). Rich yellow15	.25
Dwarf Double (Globe of Gold). Deep yellow....	.15	.25
New Red. Extra large flowers; some are rich chestnut red, others tipped with yellow.....	.15	.40
Oscar Wilde. Single yellow, with black center...	.15	.25
Russian. Large yellow; single.....05
Stella. Single yellow, black center.....	.15	.25

SWEET ALYSSUM (See Alyssum).

SWEET SULTAN—Centaurea Moschatus

	Tr. Pkt.	Oz.
Mixed Annual. Fragrant flowers resembling "Bachelors Buttons"	\$0.15	\$0.50

EARLY ORDERS FOR FLOWER SEEDS WILL, WE BELIEVE, RESULT TO OUR MUTUAL ADVANTAGE.
A. B. C.

A. B. C. EARLY FLOWERING "PEAS FOR PROFIT"

Sweet Peas for Winter and Spring Flowering

"Up-to-the-Minute" Popular Cut Flower Varieties



SWEET PEA, WHITE HARMONY

The "Last Word" in Early Flowering White Sweet Peas

Regarding Comparative Prices

Realizing the importance of Sweet Peas as a greenhouse crop, we do not attempt competition with the dealer who aims for cheapness of seed to the possible detriment of quality—the fact that we supply from year to year numerous of the largest growers in the U. S. A., is, we believe, proof positive that our "TRUE-TO-NAME THOROUGHLY ROUGHED AND HAND PICKED SEED" is preferred to "bargain priced" stocks of doubtful value.

—A. B. C.

Morse's Superior Pink

The flower of which is unusually well formed and waved. The standard being quite round and symmetrical. The color of the flower is a beautiful rose pink, slightly shaded with salmon. The plant is a strong grower, giving plenty of four blossom sprays.

"Morse's Superior Pink" was awarded the silver medal at the 1927 New York Spring Show, likewise the highest possible award of the Chicago Florists' Club, namely, a Certificate of Merit. Per oz., 90c; per ¼ lb., \$3.00; per lb., \$10.00.

Ball's Blue

(Spencer). A large, clear, even blue; freely produces four flowers on long stems. Under all conditions of temperature and weather, the color is free of any trace of dark or mauve shading. 1 oz., \$1.00; 4 ozs., \$3.50; 1 lb., \$12.00.

Ball's Rose

Pink is the most popular color in peas and in Ball Rose we have by far the most attractive shade. With its fine, sparkling dark rose pink color, it combines long stems and free flowering habit. From every point of view it easily replaces all pink varieties. 1 oz., \$1.00; 4 ozs., \$3.50; 1 lb., \$12.00.

Ball's Orange

The most glowing and attractive color we have in early peas. A rich, even orange self without a trace of dark or cerise shading. Strictly a greenhouse variety, for the color burns outdoors. Received the highest recognition wherever shown, including a gold medal from the S. A. F. at the Louisville show. Trade pkt., \$1.00; 1 oz., \$2.00; 4 ozs., \$7.00; 1 lb., \$24.00.

Early Spring Song

A new Morse production that we have grown and carefully watched the past two seasons and we are sure of its commercial value because of its original color and free-flowering habit. Spring Song is an extra large, well waved salmon pink, which is well held throughout the winter. 1 oz., \$2.00; 4 ozs., \$7.00; 1 lb., \$25.00.

Early Giant Rose

This new variety is well named, for the flowers are extra large, of a bright, clear, sparkling rose color, with good stems that produce four flowers regularly. 1 oz., 90c; 4 ozs., \$3.00; 1 lb., \$10.00.

White Harmony (Morse's)

(See Illustration Opposite)

The "last word" in white sweet peas for winter flowering. It is black-seeded and for this reason the rotting that causes so much loss in the white-seeded varieties is avoided. Flowers are pure white, extra large and borne on long stems. Of all the newer introductions in sweet peas, we consider "WHITE HARMONY" the most important to the grower—last year the supply of seed was exhausted long before the season was over, this year we have provided a good supply. 1 oz., 90c; 4 ozs., \$3.50; 1 lb., \$12.00.

A. B. C. Improved Zvolanek's Rose

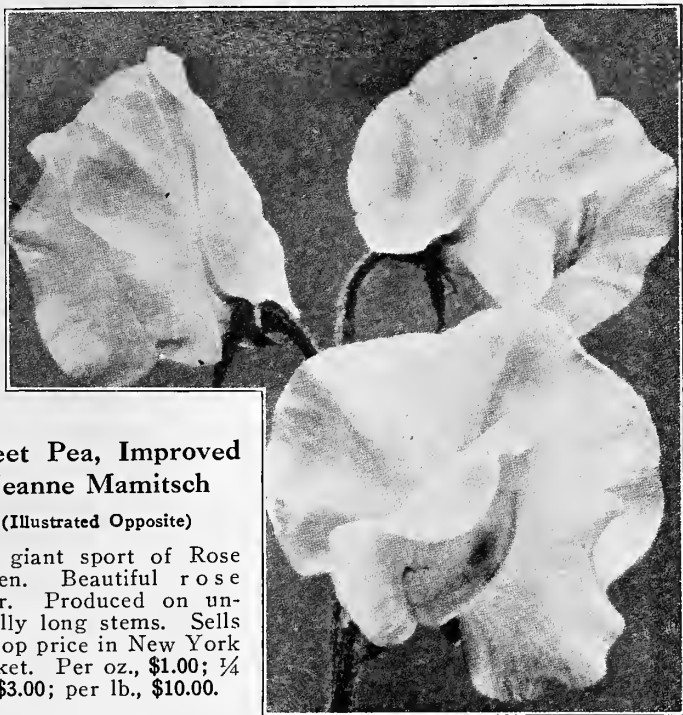
The Variety Which Popularized Sweet Peas

A. B. C. Improved Zvolanek's Rose is used for "main crop" by many of the largest growers in this country. Price, per oz., 50c; ¼ lb., \$1.75; ½ lb., \$3.25; per lb., \$6.00. Write for price on quantity.

SWEET PEAS CONTINUED ON NEXT PAGE

SWEET PEAS FOR WINTER AND SPRING FLOWERING

"UP-TO-THE-MINUTE" POPULAR CUT FLOWER VARIETIES (Continued)



**Sweet Pea, Improved
Jeanne Mamitsch**

(Illustrated Opposite)

A giant sport of Rose Queen. Beautiful rose color. Produced on unusually long stems. Sells for top price in New York market. Per oz., \$1.00; ¼ lb., \$3.00; per lb., \$10.00.

Aurora. (Novelty Color.) Striped or flaked orange-scarlet on a white ground. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.50.

Blanche Ferry Pink, Columbia. Color, pink and white. Very early and one of the best florists' varieties, like Xmas White and Pink. Per oz., 45c; ¼ lb., \$1.50; lb., \$5.00.

Bluebird. The flowers are arranged on long stems. Much the best of all blue sorts. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

Burpee's Orange. Glistening orange. Exceptionally good. Per oz., 65c; ¼ lb., \$2.50; 1 lb., \$8.00.

Blue Boy. Largest and clearest blue—abundant bloomer. Per oz., 65c; ¼ lb., \$2.50; 1 lb., \$8.00.

Blue Jacket. Dark blue. Per oz., 50c; ¼ lb., \$1.75; lb., \$4.50.

Blue Wonder, Zvolanek's. A wonderful large, clear blue, the same size as the famous Zvolanek Rose. Very robust grower with mostly fours to a long stiff stem. Color getting deeper the longer they are on the vine. Per oz., \$1.00; ¼ lb., \$3.50; lb., \$12.00.

Chevalier. This fine, rose variety is of foremost commercial value. CHEVALIER is a flower of great beauty and magnificent size. The blooms are borne in fours on fine, long stems, and the color is truly unique. It is a true rose livened with a suspicion of lemon, which gives the flower, especially when bunched, a bright and pleasing life-like effect. CHEVALIER has been awarded two Certificates of merit—at the International Flower Show, 1922, and the National Flower Show, 1922. Per oz., 50c; 4 oz., \$1.75; lb., \$6.00.

Early Eldorado. A pure orange-salmon; early everblooming, of robust, vigorous habit. In color it is synonymous with the late variety, Robert Sydenham. It is practically sun-proof and does not require shading. Per oz., \$1.25; ¼ lb., \$4.00; lb., \$15.00.

Flamingo. This is a distinct and charming variety. The flowers are truly enormous in size, produced in threes or fours on very long, stiff stems. The broad and well-waved standard is light orange, with a suffusion of bright salmon, and the wings are a delicate shade of orange-pink blending into a general effect of bright, light orange. The texture of the flowers is substantial. Per oz., 50c; ¼ lb., \$1.75; lb., \$6.00.

Gilda Gray. The standard is a lovely shade of salmon-cerise overlying bright pink. The wings are a pleasing shade of Hermosa pink. Per oz., 65c; 4 ozs., \$2.10; lb., \$7.00.

Glitters. A variety which is unique in itself. The color is a bright, fiery orange-salmon. The flowers are of enormous size, are beautifully waved, usually borne four to the stem. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

Grenadier. This is the most brilliant Sweet Pea yet introduced. The color may best be described as a glowing poppy scarlet. Per oz., 65c; ¼ lb., \$2.00; 1 lb., \$7.00.

Gorgeous. A charming soft salmon-cerise self. A unique and pleasing color, and always admired. The flowers are of great size, and generally borne in threes and fours on very long, stout stems. Fine for all seasons. Per oz., 50c; 4 ozs., \$1.50; lb., \$5.00.

Glorious. Clear rosy purple. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.00.

Harlequin. Striped or flaked deep chocolate on a light ground; grown in moderate quantity as a novelty. This is worth while. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.00.

Harmony. An exceptionally choice clear lavender. Very large flower. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

Lavender King. Color rich, true, deep lavender. Flowers are of large size and beautifully waved form. Extra fine. Per oz., 45c; ¼ lb., \$1.50; 1 lb., \$5.00.

Mrs. Kerr. The first early flowering salmon. Created a sensation when first exhibited at the International Flower Show in New York, March, 1921; also at the National Flower Show, Indianapolis, Ind., 1922. Per oz., 60c; ¼ lb., \$2.00; 1 lb., \$7.00.

Mrs. Warren G. Harding. Deep shade of silvery blue; a very much admired color. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

Mrs. Calvin Coolidge. An outstanding variety with very large flowers carried in fours on fine long stems. The color is a rich, pleasing shade of salmon-pink with a suffusion of bronzy orange in the standard. The blooms are of elegant form. The standard is well expanded and artistically waved. The broad, massive wings add much to the magnificent appearance of this new variety. Per ½ oz., 75c; per oz., \$1.45; ¼ lb., \$4.50; lb., \$15.00.

Peerless Pink. This charming Sweet Pea has flowers of immense size, artistically placed four on a stem. The standard is a luminous shade of eosine pink and the wings show a decidedly rose cast. Sheltered within its folds there is an elusive sparkle, enhanced by a warm creamy glow. Oz., 75c; 4 ozs., \$2.40; 1 lb., \$8.00.

Pink Cherokee. Pink suffused salmon. Per oz., \$1.65; ¼ lb., \$5.00; lb., \$18.00.

Pink Profusion. The flowers are a bright sparkling shade of rich pink. They are large, well-waved and crinkled. Per oz., 65c; 4 ozs., \$2.10; lb., \$7.00.

Princess. A vigorous grower with large flowers, fluted and waved. Color a lovely shade of soft lavender suffused mauve. Per oz., 45c; ¼ lb., \$1.50; 1 lb., \$5.00.

Rose Queen, Improved. Color a most attractive shade of pink. Per oz., 75c; ¼ lb., \$2.75; 1 lb., \$10.00.

Snowstorm, Improved. The standard white flowered, white seeded variety. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

Silver Blue. Per oz., 50c; ¼ lb., \$2.00; 1 lb., \$7.00.

Sunlight. Sunlight is a bright rose-pink on cream ground, the standard showing a deeper shading than the wings. There is a distinct creamy blotch at the base of the standard which, in addition to the creamy keel, intensifies the sunlight effect. Per oz., 75c; 4 ozs., \$2.40; lb., \$8.00.

Torch. This is a beautiful shade of salmon-orange and a great favorite in the Detroit, Michigan, cut flower market. We consider this a worthy acquisition to our list of desirable varieties. Per oz., 60c; per ¼ lb., \$2.00; lb., \$7.00.

True Blue. This lovely variety is a charming shade of true blue or light violet-blue. The flowers are of great size, much waved or crimped, strong and vigorous in growth, and most floriferous. Does not grow out of bounds. Excellent for all seasons. Awarded Certificates of Merit at the Great International Show, New York, 1918. Per oz., 50c; 4 ozs., \$1.75; lb., \$5.00.

White Star. Black seeded. Flowers of enormous size, pure white without any pink shading. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.00.

Vulcan. Rich, scarlet-orange. Per oz., 45c; ¼ lb., \$1.50; 1 lb., \$5.00.

Yarrowa. Bright rose-pink with a clear, creamy base. Flowers average 2½ inches in diameter; many are duplex or double. Per oz., 50c; ¼ lb., \$1.50; 1 lb., \$5.00.

SOME OF THE OUTSTANDING SWEET PEAS OF THE DAY ARE THE FOLLOWING: "SUPERIOR PINK," "BALL'S ROSE" AND "BALL'S BLUE," "WHITE HARMONY," "ZVOLANER'S ROSE," "MRS. CALVIN COOLIDGE," "VULCAN," "ELDORADO," "BALL'S ORANGE," "GRENA-DIER," "TORCH" AND "JEANNE MAMITSCH." A. B. C.

Early Flowering Sweet Peas in Mixture

Realizing that numerous of our customers can only devote limited space to the culture of Sweet Peas under glass, but at the same time desire to have an assortment of colors and shades, we have consequently made up a superior mixture from named varieties in this list and which should fully cover the above named want.

Per oz., 40c; per ¼ lb., \$1.50; per lb., \$5.00.

SWEET PEAS

SPENCER OR

"ORCHID" VARIETIES

FOR SUMMER BLOOMING

We recommend these for general outdoor growing throughout the United States except in the extreme South, where Sweet Peas flower during the winter and where the early flowering type gives best results. Many Sweet Pea lovers plant a short row of the early flowering kinds to get the advantage of early blooms, but we recommend the Summer flowering Sweet Peas for your principal crop for outdoor planting either during the Spring or Fall.

	Oz.	Lb.
Appleblossom. Rose with primrose.....	\$0.25	\$2.00
Asta Ohn. A soft pinkish lavender self.....	.25	2.00
Austin Frederick Improved.....	.25	2.00
Barbara. Salmon25	2.50
Blanche Ferry. Rose standard and white wings..	.25	2.00
Blue Monarch. Dark blue.....	.25	2.50
Campfire. Bright scarlet.....	.25	2.50
Charming. Soft cerise.....	.30	3.00
Crimson King. Extra crimson.....	.25	2.50
Commander Godsall. Dark blue.....	.25	2.50
Constance Hinton. Black seeded white.....	.25	2.50
Countess Spencer25	2.50
Daisybud. A harmonious combination of apple blossom tints with a cast of cream pink.....	.25	2.50
Elfrida Pearson. Large pale pink.....	.25	2.00
Empire. Deep pink, fine.....	.40	5.00
Fordhook Orange. Extra.....	.35	3.50
Glory. Cerise25	2.50
Gold Crest. Salmon, extra.....	.50	6.00
Hawlmart Cerise30	3.00
Hawlmart Lavender. Clear light lavender.....	.30	3.00
Hawlmart Salmon Pink. Rich deep pink with salmon and orange tints in the standard.....	.30	3.00
Hebe. Large bright pink.....	.25	2.50
Hercules. Giant pink.....	.25	2.50
King White Improved. Pure glistening white....	.25	2.50
King Edward VII. The best pure red.....	.25	2.00
Matchless. Cream color25	2.50
Mammoth. Orange scarlet.....	.45	4.00
Miss California. Cream pink.....	.30	3.00
Mrs. Cuthbertson. Rosy pink standard, white wings25	2.50
Mrs. Tomlin. Scarlet, extra.....	.25	2.50
Mrs. Tom Jones. Bright blue, large.....	.25	2.50
Picture. A blend of cream and pink.....	.25	2.50
Powers Court. Pure lavender, extra.....	.25	2.50
Royal Purple. Rich purple.....	.30	3.00
Royal Scot. A fiery deep cerise of vigorous habit	.25	2.50
Spencer White25	2.50
Supreme. Light pink, extra.....	.90	10.00
Sunset. Soft rich rose with a glowing yellow suffusion near the base.....	.25	2.50
Tangerine Improved. Orange.....	.30	3.00
Valentine. Pleasing shade of delicate blush pink..	.25	2.50
Warrior. Rich reddish maroon flushed with bronze	.25	2.50
Wedgewood. Blue25	2.50
Youth. Large white pink picotee.....	.25	2.50
Extra Choice. Mixed.....	.20	2.00



NEW SPENCER SWEET PEA

MORSE'S "PINKIE"

The 1929 Sensation
Of the Sweet Pea Family

Pinkie is a very large, deep rose pink, having four mammoth flowers well placed on long stems, very vigorous and continuous bloomer. This NOVELTY should be in every collection.

Per oz., \$1.00; ¼ lb., \$2.75; lb., \$10.00.

SWEET PEA

Heavenly Blue

"THE TRUE VARIETY"

A fine new blue, of a most beautiful soft tone of delphinium blue.

It is a pure blue self that does not show a trace of violet.

The flowers are of immense size with four invariably well placed on long, stiff stems.

Per oz., 50c; ¼ lb., \$1.25; lb., \$4.00.

Special Discount

For quantity orders for both early and Summer-flowering Sweet Peas we allow 10 per cent discount on purchases of 5 pounds or more in one or several varieties.

TAGETES

	Tr. Pkt.	Oz.
Signata Pumila. Good bedding plant; flowers golden yellow	\$0.15	\$0.75

THALICTRUM

	Tr. Pkt.	Oz.
Dipterocarpum. Flowers rosy purple with yellow anthers, perennial, fine for cutting.....	\$0.50	\$3.00

THUNBERGIA—Black Eyed Susan

	Tr. Pkt.	Oz.
Mixed	\$0.20	\$1.00

TORENIA

	Tr. Pkt.	Oz.
Fournieri Grandiflora. Blue.....	\$0.50	\$3.00

VERBENA

	Tr. Pkt.	Oz.
Mammoth Scarlet (Defiance).....	\$0.30	\$1.25
Pink30	1.25
Purple30	1.50
Blue30	1.50
Striped30	1.00

VERBENA HYBRIDA

	Tr. Pkt.	Oz.
Grandiflora "Royale." This is a Verbena of enormous size, the individual florets measuring over an inch and a quarter in diameter. The color of this new Verbena is a rich deep royal blue with a large creamy yellow eye. A wonderful acquisition to our group of Grandiflora Verbenas.....	\$0.35	\$4.00
Etna (New). Red.....	.35
Lucifer. Cardinal red.....	.30	1.50
White30	1.25
Yellow30	1.50
Mixed30	1.00
Giant Flowered Mixed.....	.50	1.75
Lemon Scented35	3.75

VERBENA VENOSA

	Tr. Pkt.	Oz.
Heliotrope Blue. This makes an exceptional bedding plant when combined with Dwarf White Sweet Alyssum	\$0.30	\$1.50



VERBENA HYBRIDA GRANDIFLORA
"ROYALE"

VINCA—Periwinkle

An excellent bedding plant. Sow seed early.			Tr. Pkt.	Oz.
Alba Pura, Pure White.....			\$0.25	\$1.00
Alba, White with Eye.....			.25	1.00
Rosea, Pink25	1.00
Mixed20	.80

VIOLET—Viola Odorata

	Tr. Pkt.	Oz.
Single Blue Czar.....	\$0.50	\$4.00

VIOLA CORNUTA—Tufted Pansies

	Tr. Pkt.	Oz.
Admiration, Dark Blue.....	\$0.40	\$2.00
Cornuta, Mauve Queen, Mauve.....	.40	2.00
Blue Perfection. Light blue.....	.40	2.00
White Perfection. Pure white.....	.40	2.00
Mixed40	1.75

WALLFLOWER**EARLY FORCING ANNUAL DOUBLE**

This is a recent novelty from Europe. If planted in early spring, will be in full bloom by May 25th. The flowers are equal to the Perennial Double in size and every respect. It was developed by crossing the Perennial Double with the Early Annual and should thrive and bloom profusely in warm and dry countries where only Early Annual Singles are bloomed successfully. We consider this valuable for pot culture. Trade pkt.....

XERANTHEMUM—Everlasting Flower

	Tr. Pkt.	Oz.
Double Mixed. Annual for winter bouquets.....	\$0.15	\$0.50



WALLFLOWER, EARLY FORCING ANNUAL
DOUBLE



BODGER'S True Strain DAHLIA FLOWERED ZINNIAS

Unusually good for summer and fall cut flowers. Numerous florists who have heretofore grown same in a large way tell us they would not be without a good sized planting of them each season.

Florists who merchandise small plants to the public for garden planting will no doubt find these Dahlia Flowered Zinnias a most profitable line. Wherever shown, the blooms of above have created somewhat of a sensation.

BODGER'S DAHLIA FLOWERED ZINNIAS

"A Florists' Moneymaker"

Dahlia Flowered Varieties

Buttercup. An immense deep creamy yellow. A very desirable flower.

Canary Bird. A delicate shade of primrose—very large and holds its color well until out of bloom.

Crimson Monarch. By far the largest and best of red shades.

Dream. A fine, deep lavender, turning to purple (Mallow Purple) a new, desirable shade in Zinnias.

Exquisite. Color, light rose with center a deep rose. (Tyrian Rose.)

Giant Attraction. A distinct shade of brick red (Spectrum Red) which carries its color well from the bud, and forms into an immense ball of color when in full bloom.

Golden State. A very rich orange-yellow (Cadmium). Yellow in the bud, turning to an attractive orange when in full bloom.

Illumination. Similar to Exquisite, but a striking self color of deep rose. (Tyrian Rose.)

Meteor. A rich, glowing deep red (Spinal Red) and the darkest of all the red shades. Fine form, with good depths of petals. Very large.

Old Rose. This is adequately described by its name, as it is of the real old rose shade.

Oriole. An immense orange and gold bicolor, changing slightly as it ages, but at all times worthy of the beautiful bird for which it is named.

Polar Bear. A very large pure white, the best white yet seen in Zinnias.

Scarlet Flame. A large, beautiful bright scarlet, with a beautiful blending of orange throughout the petal. This is not a bicolor.

Price of each of above: Extra Size Trade Packet, 35c; ¼ oz., 60c; per oz., \$2.00.

Special Offer. One extra size Trade Packet, each of any seven varieties selected from list opposite for \$2.00.

Special Mixture. A well-blended mixture containing the named varieties. Price Trade Packet, 25c; per oz., \$1.50.

BUY THE GENUINE

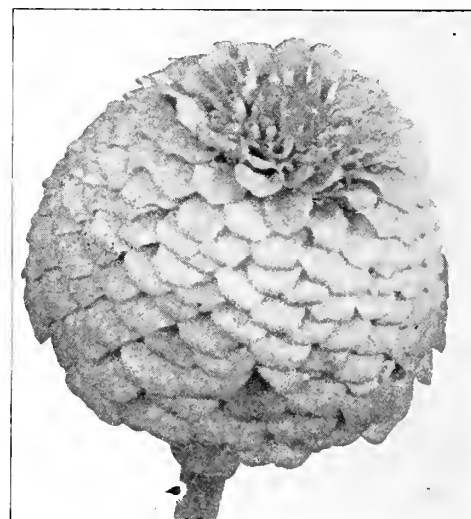
Our supply of Dahlia-flowered Zinnia seed is obtained exclusively from the House of Bodger, the originators of this wonderful type.
A. B. C.

Zinnia Elegans "LILLIPUT"

Small Double Flowers
See Illustration Opposite

These small flowered Zinnias are becoming wonderfully popular throughout the country as a cut flower, particularly the "Salmon Rose."

	Tr.	Per
	Pkt.	Oz.
Dark Crimson	\$0.15	\$0.80
Golden Gem..	.15	.80
Salmon Rose..	.15	.80
(Very select)		
Scarlet Gem..	.15	.80
White Gem...	.15	.80
Mixed Colors.	.15	.60



ZINNIA, "LILLIPUT"

Salmon Rose
These Miniature Zinnias Are Finding the Greatest Favor as Cut Flowers



ZINNIA, GIANT MAMMOTH OR CALIFORNIA GIANT, MISS "WILLMOTT"

Zinnias

Giant Mammoth or California Giants



"MISS WILLMOTT"

(See Illustration Opposite)

This is a mutation from the Dahlia Flowered and is of the imbricated type. When in full bloom, it has a flattened appearance. The flowers when young are very graceful and are used for florists' work. When in full bloom they become show flowers of enormous size. One of the colors lacking in this type was a good, soft, salmon pink. Our grower has been successful the past season in perfecting this shade and we take pleasure in offering Miss Willmott as the most delicate of soft, salmon pinks. Unquestionably, it is a great acquisition to this collection of Zinnias. Do not forget to include this variety in your collection for the coming season. Price per pkt., 25c; $\frac{1}{4}$ oz., 75c; 1 oz., \$1.50.

ZINNIAS, Double Large Flowering Giants

(Improved Grandiflora Robusta)

	Tr. Pkt.	Oz.
The Giants are still very popular on account of their bright colors.		
Buttercup Deep Yellow, Crimson, Purple, Golden Yellow, Rose, Salmon, Scarlet, Shrimp, Pink, Sulphur Yellow, Violet or White.....	\$0.30	\$1.00
Special Mixed20	.75

ZINNIAS, Dwarf Double Varieties

A most desirable type for bedding as well as cut flowers.

Crimson, Pink, Scarlet, White Pink or Yellow	\$0.15	\$0.50
Salmon Rose (Exceptional for cut flowers)15	.80
Mixed15	.40

ZINNIAS, Miscellaneous Varieties

Red Riding Hood. A dwarf, compact sort with small, double red flowers..	\$0.20	\$0.75
Giant Picotee, "Golden Pheasant." Gold ground tipped with maroon.....	.35	1.80
Mexicana Perfection. (Haageana.) Single star, yellow30	1.00

SEE PREVIOUS PAGE FOR "DAHLIA FLOWERED" AND "LILLIPUT" ZINNIAS.

Giant Mammoth "ENCHANTRESS"

Zinnia

This is the same pleasing color as Exquisite in the Dahlia Flowered type and is undoubtedly the most popular of all Zinnias today. This variety and "Cerise Queen," listed below, are worthy companions to "Miss Willmott" for cut flowers as well as garden show. Price per pkt., 25c; $\frac{1}{4}$ oz., 75c; 1 oz., \$1.50.

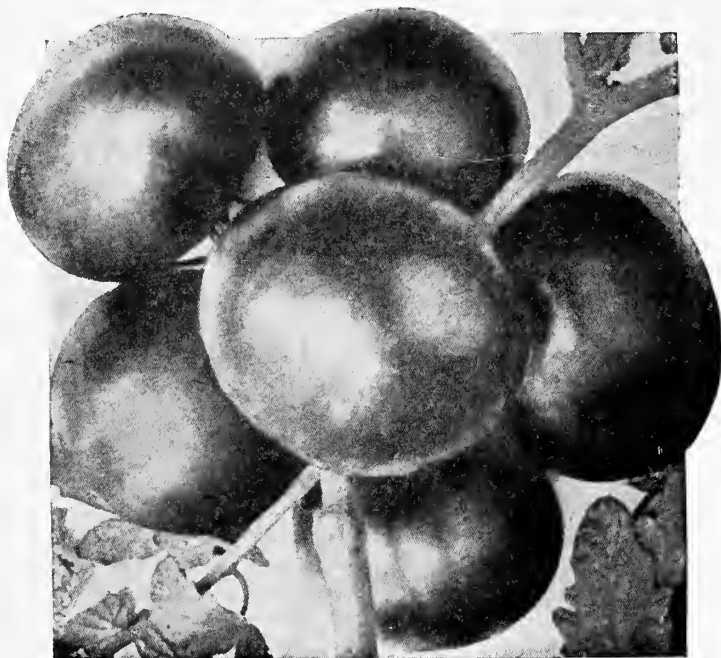
Giant Mammoth CERISE QUEEN

Zinnia

Another new color we have added which should be in all collections. It is very bright and very striking. Price per pkt., 25c; $\frac{1}{4}$ oz., 75c; 1 oz., \$1.50.

GROW VEGETABLE PLANTS

For Home Garden Trade



TOMATO "JOHN BAER"

Numerous florist-growers throughout the U. S. A. annually realize a handsome profit in the supplying of vegetable plants to their home garden customers especially tomato plants for which there is usually a large demand in suburban sections and the smaller towns. Take advantage of this opportunity to increase your spring sales. Our list of varieties is such as are best adapted to home garden culture; however, we can supply all desirable sorts of vegetable seeds in commerce and at market prices. Send us your list of needs and be assured that you will receive the same high grade as we supply in florists' flower seeds.

CELERY—(Continued)

Giant Pascal. Oz., 40c; ¼ lb., \$1.50; 1 lb., \$5.00.

Celeriac (Turnip Rooted Celery). Large smooth Prague. Per oz., 35c; ¼ lb., \$1.25; 1 lb., \$4.00.

EGG PLANT

Cultural Directions. One ounce to 1,000 plants. Seed germinates very slowly and requires warm ground. Start in hotbeds in March. Transplant about June 1st in rows about three feet apart and two feet apart in the row.

Black Beauty. Early and productive. Fruit large and of a rich glossy black color. Oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.50.

New York Purple. Oz., 60c; ¼ lb., \$2.00; 1 lb., \$7.00.

CABBAGE

Cultural Directions. One ounce will produce about 2,000 plants; 10,890 plants will plant an acre of early cabbage, and 7,260 plants for an acre of late. For early cabbage, sow seed in hotbeds in January or February. Transplant as early as possible to the open ground.

	Per oz.	Per ¼ lb.	Per lb.
Golden Acre	\$1.00	\$3.00	\$10.00
Copenhagen Market60	1.75	5.00
Glory of Enkhuizen45	1.50	5.00
Danish Ball Head35	1.15	4.00
All Seasons30	.90	2.75
Victoria Savoy (very curly)45	1.50	5.00
Drumhead Savoy30	1.00	3.00
Mammoth Rock Red35	1.25	4.00
Premium Flat Dutch (second early)30	.90	2.50

CAULIFLOWER

New Snowball. For early outdoor planting and forcing "New Snowball" Cauliflower is a strain of exceptional merit and value. In size, compactness and color it is ideal for market; a well-grown head will measure 9-10 inches across and have depth in proportion, will be solid, and have a perfectly white core. Its habit is dwarf in growth. Per oz., \$2.00.

CELERY

Cultural Directions. One ounce will produce about 5,000 plants. Two ounces per acre. Muck soil is best for Celery, but good Celery may be grown on rich, loamy soil if water can be applied freely. Celery needs manure and fertilizer.

Golden Self-Blanching. Seed. Oz., 50c; ¼ lb., \$1.50; 1 lb., \$6.00.

White Plume. Of the white varieties this is recognized the best. Amongst market growers it is popular because it has excellent marketable qualities; with consumers it is a favorite because of its crisp, tender, and altogether desirable eating qualities. Its habit of growing is vigorous, stalks are uniformly white, and large sized; as a seasonable variety it's a money-maker for the market gardener. We do not recommend it as a keeper, but wholly as a splendid sort in its season, for which it has the highest endorsements of professional growers.

Selected Stock. Oz., 35c; ¼ lb., \$1.25; 1 lb., \$4.00.

Golden Heart. Solid, shapely stalks; large heart, which blanches to a beautiful yellow, after storing. Popular in many celery-growing centers. Oz., 40c; ¼ lb., \$1.50; 1 lb., \$5.00.

PEPPERS

Cultural Directions. One ounce will produce about 1,000 plants; about 7,000 plants for an acre. Sow seed in hotbeds from February to April; transplant to open ground when all danger from frost is past, in rows about three feet apart and eighteen inches apart in the row. Seed can be sown in the open ground late in May, and thinned as above. Cover seed about half an inch.

PEPPER

	Per oz.	Per ¼ lb.
California Wonder. As large as Chinese Giant but much earlier and of the best quality	\$1.25
Sweet Mountain50	\$1.50
World Beater60	2.00
Chinese Giant	1.00	3.00
Ruby King50	1.50
Bell or Bull Nose50	1.50
Long Red Cayenne50	1.50
Tomato Pepper	1.00
Topepo	8.00

TOMATO

Cultural Directions. For the first crop sow seeds of very early varieties like John Baer, Globe, or Earliana, under glass, or in the house, about middle of February, giving the young seedlings plenty of light for rapid development. When they are 3 to 4 inches tall, transplant them into flats or a spent hotbed, to stand 4 inches apart each way. Give plenty of air on sunny days to harden them properly. 1 oz. of seed will produce about 2500 plants.

	Per oz.	Per ¼ lb.	Per lb.
Chalk's Early Jewel	\$0.35	\$1.25	\$ 4.00
John Baer35	1.25	4.00
Earliana40	1.25	4.00
Beauty40	1.25	4.00
Bonny Best35	1.25	4.00
New Stone35	1.25	3.50
Great Baltimore Wilt Resistant35	1.25	3.75
Livingston's Globe40	1.50	4.50
Dwarf Stone40	1.75	4.50
Dwarf Champion40	1.75	4.50
Ponderosa50	2.00	6.00
Marglobe75	2.50	10.00

Hardy Perennial and Biennial Flower Seeds

ACHILLEA—Milfoil or Yarrow

	Tt. Pkt.	Oz.
Ptarmica "The Pearl." Double pure white, easily grown.....	\$0.50	\$3.00

ACONITUM—Monkshood

	Tt. Pkt.	Oz.
Napellus. Long spikes of blue flowers	\$0.50	\$2.00

AGROSTEMMA—Mullein Pink

	Tt. Pkt.	Oz.
Coronaria, Hardy. Deep crimson flowers	\$0.15	\$0.35

ALYSSUM—Golden Tuft

	Tt. Pkt.	Oz.
Sexatile Compactum. Desirable for border or rockery producing in May, masses of broad, flat heads of bright yellow flowers.	\$0.15	\$0.50

ANCHUSA

	Tt. Pkt.	Oz.
Italica, Dropmore Variety. Gentian blue	\$0.20	\$0.75

ANEMONE—Windflower

	Tr. Pkt.	Oz.
Coronaria. Mixed colors. (Poppy Anemone)	\$0.20	\$0.60
St. Brigid. A beautiful selection of the above.....	.50	6.00

ANTHEMIS

	Tr. Pkt.	Oz.
Kelwayi, Hardy. Yellow Marguerite	\$0.25	\$1.25

AQUILEGIA—Columbine

	Tt. Pkt.	Oz.
Very desirable for cut flowers. Long Spurred Hybrids. Large flowering, mixed colors.....	\$0.40	\$2.25
Chrysantha. Yellow.....	.50	3.00
Copper Queen. Copper red.....	.50
Coerulea Hybrida. New long spurred, large flowering hybrids40	2.50
Mrs. Scott Elliot's Hybrids.....	.50	4.00

ARABIS—Rock Cress

	Tt. Pkt.	Oz.
Alpina. Dwarf Spring flowering perennial for edging and rockery, pure white.....	\$0.20	\$0.75

ASTER—Perennial

	Tt. Pkt.	Oz.
Michaelmas Daisy. Mixed.....	\$0.35	\$2.00

AURICULA—Primula Auricula

	Tr. Pkt.	Oz.
A well-known favorite of great beauty; choice mixed varieties.....	\$0.75	

BAPTISIA AUSTRALIS—False

	Tt. Pkt.	Oz.
Indigo Dark blue	\$0.25	\$1.75

BELLIS PERENNIS

	Tr. Pkt.	Oz.
Longfellow. Pink	\$0.40	\$2.00
Snowball. White.....	.40	2.00
Mixed35	1.50

BOLTONIA—False Chamomile

	Tr. Pkt.	Oz.
Asteroides. Pure white.....	\$0.35	\$1.50
Latisquama. Pink, tinged lavender35	1.50

CAMPANULAS—Bellflowers

CAMPANULA MEDIA—
Canterbury Bells

	Tr. Pkt.	Oz.
Blue, White, pink or mixed.....	\$0.15	\$0.40
Persicifolia Grandiflora Blue (Peach Bell). Undoubtedly one of the finest of the hardy Bellflowers; grows 2 to 3 feet high, with large blue flowers.....	.50	3.50

CANTERBURY BELLS

	Tr. Pkt.	Oz.
Persicifolia Grandiflora Alba. The white-flowered Peach Bells.....	\$0.50	\$3.50
Pyramidalis Blue (The Chimney Bellflower). A beautiful stately hardy plant, either for garden or pot culture; blue salver-shaped flowers, 4 to 6 feet.....	.25	1.50
Pyramidalis Alba. Same as above, but with white flowers.....	.50	1.50
Rotundifolia (Blue Bells of Scotland)50	5.00

CALYCANTHEMA—Cup and
Saucer Canterbury Bells

	Tr. Pkt.	Oz.
Calycanthema. Blue, rose, white.....	\$0.30	\$1.75
Calycanthema. Mixed.....	.25	1.50
Single. Dark blue, light blue, rose, white15	.40
Single. Mixed10	.30
Double-flowering. Mixed20	.75

CENTAUREA MONTANA

	Tr. Pkt.	Oz.
Perennial Blue Cornflower.....	\$0.20	\$0.60

CERASTIUM—Snow in Summer

	Tt. Pkt.	Oz.
Tomentosum	\$0.25	\$1.50

CARNATION

	Tt. Pkt.	Oz.
Hardy border, double mixed.....	\$0.30	\$1.25
Grenadier35	3.00
Dwarf Vienna35	2.00

CHRYSANTHEMUM

	Tt. Pkt.	Oz.
Perennial, but will flower the first season from seed if sown early in the year. Excellent for cutting
Shasta Daisy, "Alaska." Pure white40	\$2.00
Maximum, "King Edward VII." Pure white20	.60
Japanese Hybrids. Mixed. 1/16 oz., \$1.5050

COREOPSIS—Golden Coreopsis

	Tt. Pkt.	Oz.
Lanceolata Grandiflora	\$0.15	\$0.50
Lanceolata Grand. fl. pl. Double-flowered35	1.25

DELPHINIUM—Hardy Larkspur

	Tt. Pkt.	Oz.
Belladonna. Light turquoise blue (\$7.00 per 1/4 lb.).....	\$0.40	\$2.00
Bellamosum. A rich deep blue form of Belladonna.....	.50	2.50
Gold Medal Hybrids. Finest strain of mixed Hybrids.....	.50	2.50
Wrexham Hollyhock Strain.....	1.00	7.00
Blackmore & Langdon's Hybrids	1.00	5.00
Chinense. Intense gentian blue, dwarf35	1.00
Chinese Album. White dwarf....	.20	.75
Formosum. Deep blue with white center30	1.50

DAISY—Shasta

	Tr. Pkt.	Oz.
Perennial, but will flower the first season from seed if sown early in the year. Excellent for cutting
Shasta Daisy, "Alaska." Pure white40	\$2.00
Maximum, "King Edward VII." Pure white20	.60



DELPHINIUM
(Hardy Larkspur)
Belladonna

Delphiniums, both the perennial varieties, particularly "Belladonna" and "Bellamosum," as well as the annual "Stock Flowered," are now considered indispensable to the cut-flower trade. (See offering of plants in "Hardy Plant Pages.")



STATICE LATIFOLIA

Hardy Perennial and Biennial Flower Seeds

DIANTHUS—Hardy Pinks

Allwoodi (New Perpetual Hardy Pinks), packet of 100 seeds.	\$1.25	Tr. Pkt.	Oz.
Latifolius Atrococcineus fl. pl. Rich fiery scarlet crimson	\$0.25		\$1.50
Plumarius Single Mixed (Pheasant Eye Pink)....	.25		.75
Plumarius Double Mixed (Hardy Garden Pinks)...	.35		2.00
Plumarius Semperflorens (Everblooming Hardy Pinks). Mixed colors.....	.50		2.50

DICTAMNUS—Gas Plant

Fraxinella Alba. Seed somewhat slow in germinating	\$0.25	Tr. Pkt.	Oz.
			\$2.40

DIGITALIS—Foxglove

Giant Shirley. A greatly improved strain.....	\$0.50	Tr. Pkt.	Oz.
Monstrosa (Mammoth Foxglove). Mixed.....	.20		.85
Gloxinaeflora. Mixed; all colors.....	.20		.85

ECHINOPS RITRO—Globe Thistle

Silvery thistle-like foliage and fine steel-blue flowers	\$0.25	Tr. Pkt.	Oz.
			\$0.75

ERYNGIUM—Sea Holly

Amethystinum	\$0.50	Tr. Pkt.	Oz.
			\$2.50

EUPATORIUM—Thoro Wort

Ageratoides. A very useful variety, growing 3 to 4 feet high, with dense heads of minute white flowers from August to October.....	\$0.25	Tr. Pkt.	Oz.
Fraseri. A very pretty dwarf variety, producing clusters of snow-white flowers; fine for cutting; 1½ feet	.25		1.00

FORGET-ME-NOT

"Susanne." Best variety for cut flowers. Pkt., \$1.00; 6 pkts., \$5.00.			
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See also under "Myosotis," next page.

GAILLARDIA—The Dazzler

The flowers are very large, of dark, rich red with a bright orange tip on the end of each petal, making it a very attractive flower for florists..	\$0.50	Tr. Pkt.	Oz.
			\$2.00

GAILLARDIA—Grandiflora

PORTOLA HYBRIDS

These are hybrids of the well-known Portola variety and reproduce quite satisfactorily from seed. This is a red with a golden tip.....	\$0.50	Tr. Pkt.	Oz.
			\$4.00

GAILLARDIA—Blanket Flower

Grandiflora Compacta. A compact variety, forming bushy plants 12 to 15 inches high.....	\$0.15	Tr. Pkt.	Oz.
Grandiflora Superb Mixed.....	.15		.50

GEUM—Avens

Atrosanguineum fl. pl.....	\$0.35	Tr. Pkt.	Oz.
Mrs. Bradshaw. Large double brilliant orange scarlet; in flower throughout the entire summer....	.40		2.50

GYPSOPHILA—Baby's Breath

Paniculata Single	\$0.15	Tr. Pkt.	Oz.
Paniculata Double	.50		8.00

HELENIUM—Sneeze Wort

Strong-growing hardy perennials, giving an enormous crop of flowers in late summer.

Autumnale Superbum. Golden-yellow flowers; 5 to 6 feet	\$0.25	Tr. Pkt.	Oz.
Riverton Beauty. Rich lemon-yellow, with a large purplish-black cone; 4 feet.....	.25		1.50

HEUCHERA SANGUINEA

Coral Red	\$0.50	Tr. Pkt.	Oz.
Rosy Glow. Giant plant, massive flower of fine rose pink, on white ground. Very beautiful.....			\$0.50

GIANT HIBISCUS—Marshmallow

Crimson Eye. White, crimson eye.....	\$0.20	Tr. Pkt.	Oz.
Golden Bowl. Yellow, maroon center.....	.20		.60
Moscheutos Roseus. Large pink.....	.15		.80
New Giant. All sorts mixed.....	.15		.60

HOLLYHOCK

Extra fine Chaters' strain, producing a very large percentage of double flowers.

Double Pink, Rose Pink, Scarlet, Crimson, Salmon, White, Yellow or Maroon.....	\$0.20	Tr. Pkt.	Oz.
Double Mixed	.20		1.00
Single Everblooming Mixed.....	.20		.85
Double Everblooming Mixed.....	.20		1.00

IBERIS—Hardy Candytuft

Gibraltarica Hybrida. White shading to lilac.....	\$0.20	Tr. Pkt.	Oz.
Sempervirens. The popular hardy white variety..	.50		4.00

LATHYRUS—Everlasting or Hardy Sweet Pea

Showy, free-flowering, hardy perennial climbers for covering old stumps, fences, etc.; continually in bloom; fine for cutting.

Latifolius "White Pearl." The finest white.....	\$0.20	Tr. Pkt.	Oz.
Pink Beauty. Rosy pink.....	.20		.85
Red. Rosy red.....	.20		.85
Mixed. All colors.....	.20		.85

LAVANDULA VERA

True Sweet Lavender.....	\$0.25	Tr. Pkt.	Oz.
			\$1.00

LILIUM REGALE

100 seeds, 25c; 1000 seeds, \$1.50; oz., \$3.00. For price of bulbs, see back page.

LINARIA

Cymbalaria (Kenilworth Ivy or Mother of Thousands). Lavender and purple. A beautiful hardy perennial trailing plant, suitable for baskets, vases, pots and rock work.....	\$0.40	Tr. Pkt.	Oz.
			\$2.00

LIATRIS PYCNOSTACHA—Blazing Star or

Gay Feather

Trade packet, \$0.25; ounce, \$0.75.

LUPINUS—Lupine

Effective plants, producing large spikes of flowers; blooming in May and June. They require only well-prepared garden soil, preferably in a semi-shady location. 3 feet.

Polyphyllus. Rose, blue, white.....	\$0.20	Tr. Pkt.	Oz.
Polyphyllus Mixed. All colors.....	.15		.40

LOBELIA—Cardinalis

Cardinal Flower	\$0.50	Tr. Pkt.	Oz.
Syphilitica Blue	.50		

LYCHNIS—Rose Campion-Jerusalem Cross

Chalcedonica. Fine scarlet flowers.....	\$0.20	Tr. Pkt.	Oz.
			\$0.65

MYOSOTIS—Forget-Me-Not

Standard Varieties

Alpestris Victoria. Dwarf, blue.....	\$0.25	Tr. Pkt.	Oz.
Dissitiflora. Early bloomer, dark blue.....	.40		3.00
Eliza Fanrobert (Robusta Grandiflora). Blue, fine for pots	.30		1.50
Palustris. Deep blue. The true marsh Forget-Me-Not. Perennial	.35		2.00
Semperflorens. Everblooming	.40		2.00
Royal Blue. Rich blue.....	.25		1.00
Ruth Fischer. Fine blue. ¼ oz., \$1.50.....	.50	
Alpestris, Mixed. All colors.....	.15		.60
Pink Bouquet. ¼ oz., 50c.....	.30	

THE AMERICAN BULB COMPANY, INC.



ANNOUNCE THE REMOVAL
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ON NOVEMBER 1st, 1929
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31-37 WEST 27TH STREET
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~~PENNSYLVANIA 6351-6352~~

Bojardus 7257-7268

Handwritten notes:
11/1/29
M. J. H.

Scabiosa Caucasica

Giant Hybrids

(Isaac House Strain)



PERENNIAL



*Florists'
Money
Maker*



Scabiosa Caucasica is now becoming popular for growing under glass (seed produces blooming plants second year) and we prophesy that this strain of hybrids will greatly increase the popularity of Scabiosa Caucasica when it becomes known. Caucasica Hybrids are a great improvement over the Caucasica, being more vigorous with larger and longer stems and larger and heavier petals, which are ruffled and slightly frilled on the edges. In this hybrid strain you will find colors ranging from white to the darkest blue, but the predominating colors are of delicate lilac and mauve. We hope next season to offer this magnificent strain in separate colors, which will reproduce themselves true to name.

Price (Seed): Trade pkt., 75c; per $\frac{1}{8}$ oz., \$1.50; per $\frac{1}{4}$ oz., \$2.50; per oz., \$8.00.

Hardy Perennial and Biennial Flower Seeds (Continued)

MYOSOTIS—Forget-Me-Not "Susanne"

Price per pkt., \$1.00; 6 pkts., \$5.00. Seed of above planted in April-May usually produces good blooming plants for Christmas holidays. Especially desirable for St. Valentine's Day.

PAPAVER—Hardy Poppies

Both the Iceland and Oriental Poppies are used extensively in the best gardens. The Iceland is excellent for cutting.

	Tr. Pkt.	Oz.
Nudicaule (Iceland Poppy). Bright yellow.....	\$0.25	\$1.25
Nudicaule. Pure white.....	.25	1.25
Nudicaule. Mixed25	1.00
Oriental (Oriental Poppy). Orange scarlet.....	.20	1.25
Oriental Princess Victoria. Salmon.....	.40	5.00
Oriental Hybrids. Mixed.....	.25	1.50

PENTSTEMON

	Tr. Pkt.	Oz.
Sensation. Largely used for bedding; should be treated the same as petunias, verbenas, etc.; mixed colors	\$0.40	\$3.50
New Hybrids Mixed. Hardy perennial; large spikes	.50	3.00
Barbatus Torreyi. Spikes of brilliant scarlet flowers; height 3 to 4 feet; mixed. Containing a great variety of sorts.....	.20	.60

PHLOX

Decussata. Seed saved from a fine collection of named sorts. Can be supplied in mixture only.....\$0.50

PHYSALIS—Japanese Lantern Plant

	Tr. Pkt.	Oz.
Francheti	\$0.25	\$1.00

PHYSOSTEGIA

	Tr. Pkt.	Oz.
Virginica (Speciosa). Pink.....	\$0.35	\$2.50
Virginica Alba. White35	2.50
Gigantea. Lilac rose.....	.35	2.50
Compacta Rosea. Dwarf rose.....	.35	2.50

PLATCODON—Japanese Bellflower

One of the best hardy perennials, producing very showy flowers during the whole season. Excellent for planting in permanent borders or among shrubbery; easily raised from seed.

	Tr. Pkt.	Oz.
Grandiflorum. Large steel-blue flowers.....	\$0.20	\$1.25
Album. Pure white variety.....	.25	2.00
Mariesi. Large, open bell-shaped flowers of a rich violet-blue; plant dwarf and compact.....	.50	3.50

PRIMULA—Hardy Primrose

	Tr. Pkt.	Oz.
Auricula. Choice mixed.....	\$0.75
Veris (Cowslip). Mixed, all colors.....	.40	\$2.25
Vulgaris (English Primrose). Canary-yellow, fragrant50	3.00

PUERARIA—Kudza Vine

	Tr. Pkt.	Oz.
Thunbergiana. Perennial climber; rosy purple pea-shaped flowers	\$0.15	\$0.40

PYRETHRUM—Flowering Sorts (Perennial)

	Tr. Pkt.	Oz.
Roseum. Pink	\$0.40	\$2.75
Hybridum Roseum, Single. Mixed.....	.40	1.50
Hybridum Roseum, Double. Mixed.....	1.00	10.00

RUDBECKIA—Coneflower

	Tr. Pkt.	Oz.
Newmani. Dark orange-yellow flower with deep purple cone	\$0.30	\$1.50
Purpurea. Flowers reddish-purple with large center of brown25	1.25

SALVIA—Sage

	Tr. Pkt.	Oz.
Azurea Grandiflora. A hardy perennial variety, producing during August and September spikes of pretty sky-blue flowers in great profusion; 3 to 4 feet.....	\$0.40	\$2.00
Farinacea. Light blue, makes a fine line.....	.50	2.50

SAPONARIA—Soap Wort

	Tr. Pkt.	Oz.
Ocymoides. A very useful hardy plant for the rockery or the border, producing from May to August masses of attractive small bright rose flowers; 8 inches.....	\$0.15	\$0.60

SCABIOSA

	Tr. Pkt.	Oz.
Caucasica (Blue Bonnet). One of the handsomest of hardy perennials; especially valuable for cutting, the blooms lasting a long time in water; color soft lavender-blue; 3 feet.....	\$0.50	\$2.50
Caucasica (Isaac House Strain). White to darkest blue75	8.00

STATICE—Sea Lavender

	Tr. Pkt.	Oz.
Splendid hardy perennials, either for the border or rockery, producing all summer panicles of minute flowers, which can be dried and used for winter bouquets.		
Latifolia. Purplish-blue flowers.....	\$0.25	\$2.00

SWEET WILLIAM—Dianthus Barbatus

There is always a good demand for these beautiful free-flowering old-fashioned favorites. Very easily raised from seed.

	Tr. Pkt.	Oz.
Single Holborn Glory. Large flowering auricula-eyes. Various colors	\$0.15	\$0.50
Single Newport Pink. Salmony rose or watermelon pink25	1.00
Single Scarlet Beauty. Intense bright scarlet....	.25	1.00
Single White15	.50
Single Velvety Black Maroon.....	.15	.50
Single Mixed. All colors. ¼ lb., \$1.00.....	.15	.30
Double-flowering Mixed. All colors.....	.20	.60
Double-flowering Giant Mixed. Very large.....	.25	1.00

SWEET ROCKET—Hesperis

Bears spikes of snowy white, lilac and purple fragrant flowers.

	Tr. Pkt.	Oz.
Mixed Colors.....	\$0.15	\$0.50

THALICTRUM—Meadow Rue

	Tr. Pkt.	Oz.
Dipterocarpum. Graceful sprays of flowers, elegantly arranged on stems 4 feet high, invaluable for cutting; the flowers are of charming shade of violet-mauve, which is brightened by a bunch of lemon-yellow stamens and anthers.....	\$0.50	\$3.00

TRITOMA

	Tr. Pkt.	Oz.
(Red-hot Poker, Flame Flower, or Torch Lily)		
Hybrida. It is not generally known that Tritomas are readily grown from seed.....	\$0.25	\$1.50

TUNICA

	Tr. Pkt.	Oz.
Saxifraga. A pretty tufted plant with light pink flowers; produced all summer, useful either for the rockery or the border.....	\$0.15	\$0.80

VALERIANA—Valerian

	Tr. Pkt.	Oz.
Rubra. Mixed. Showy hardy border plants producing large corymbs of red or white flowers; fine for bouquets; mixed, 2 feet.....	\$0.15	\$0.60

VERONICA—Speedwell

	Tr. Pkt.	Oz.
Maritima. Long spikes of blue flowers from July to September	\$0.25	\$1.00
Spicata. An elegant hardy border plant, growing about 1½ feet high, producing long spikes of bright blue flowers in June and July.....	.30	1.50

WALLFLOWER

Well-known deliciously fragrant half hardy perennials, blooming early in the spring, with spikes of beautiful flowers. In the north they should be protected in a cold frame in the winter and planted out in April.

	Tr. Pkt.	Oz.
Goliath. A splendid single variety; flowers of a rich shining red with a black velvety sheen.....	\$0.15	\$0.40
Single. Mixed. All colors.....	.15	.50
Double-flowering Finest Mixed.....	.35	2.00

PLEASE NOTE

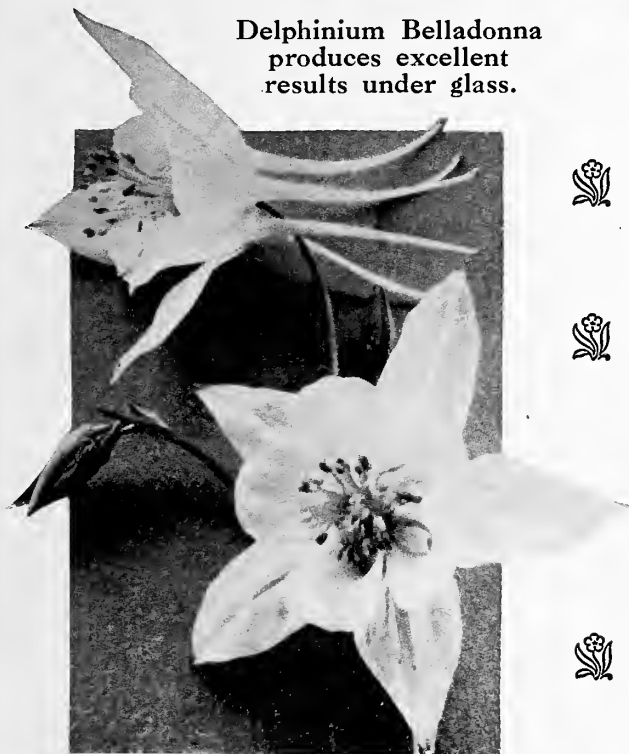
Prices quoted in this list are for strong field roots, **NOT** seedlings.

The Hardy Garden



Provide a supply of hardy plants for your customers' gardens. The demand for same is large.

Delphinium Belladonna
produces excellent results under glass.



AQUILEGIA, COLUMBINE

Hardy Perennial Plants

For Cut Flowers and Garden Show

ACHILLEA—Ball of Snow

	Per Doz.	Per 100
Boule de Neige. An improvement on the Pearl. Wonderful for cut flowers or garden. Flowers in June. A good filler.....	\$1.50	\$10.00
Perry's White. 1 to 2 feet. June to September. A choice new variety; pure white flowers; broad, overlapping petals. Nothing better for cutting. An excellent filler.....	1.50	10.00

ANTHEMIS—Hardy Marguerite

Kelwayii. 2 ft. Daisy-like yellow blossoms, produced all summer. Excellent for cutting.....	1.50	10.00
Kelwayi Alba. Hardy white Marquerite. 3 ft.....	1.50	10.00

AQUILEGIAS or COLUMBINES

Their period of flowering covers the late spring and early summer months. Taken as a whole they are the most important part of the hardy garden and should be grown in quantity by every lover of old-fashioned garden flowers. The following varieties are all suitable for cutting and are attractive when used with other flowers.

	Per 10	Per 100
Chrysantha Alba. A fine long-spurred white.....	\$1.75	\$12.00
Chrysantha fl. pl. Double yellow.....	1.75	12.00
Coerulea. Sepals blue, petals white, dainty effect.....	1.75	12.00
Farquhar Pinks. A beautiful strain of nothing but clear pink colors.....	1.75	12.00
Long-Spurred Pink Hybrids. A beautiful and reliable strain comprising a large percentage of pink and rose shades. Long spurs.....	1.75	12.00
Nivea Grandiflora. Large, pure white.....	1.75	12.00

PROVIDING FOR AN EMERGENCY

How many times during the Summer have you wished you had some hardy perennials growing, making it possible for you to make up a beautiful basket of cut flowers on some special order. **YOU CAN DO IT** and at little expense. By careful selection from this price list you can have hardy perennials to fall back on from early Summer until **Jack Frost** makes his visit with such flowers as Lily Regale, Achillea, Gypsophilla, Delphinium, Daisies and so forth. It is not necessary for you to stick to these varieties. Pick out the varieties that do best in your particular location and **PLANT THEM**. **YOU WILL BE SURPRISED** at the dollars you will be able to take in, that have in the past been handed to you and you had to return to the customer with the sorrowful reply, "I'm sorry."

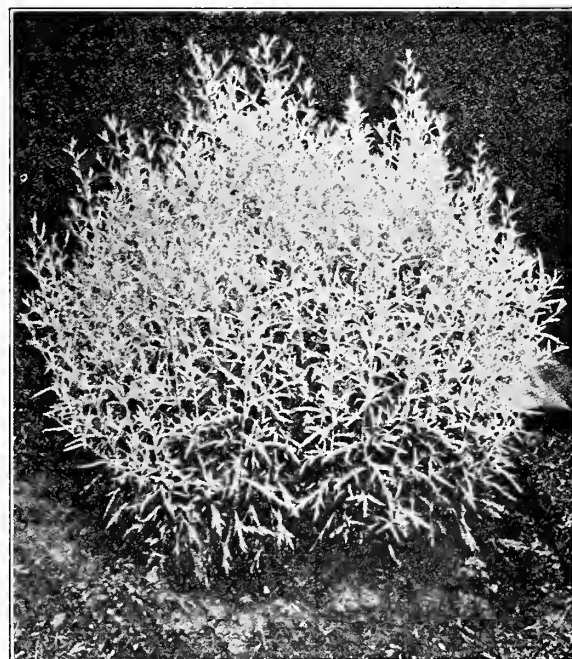
You will be doing your customers a favor by growing perennials and having the flowers on hand during the Summer months for making sprays, wreaths and even Wedding Bouquets. Not price alone, but the keeping qualities of baskets made up by using **HARDY PERENNIALS** are better. **OTHERS ARE DOING IT—SO CAN YOU.**

Field Grown Healthy Plants Is What Is Supplied

No doubt you can buy some varieties cheaper, but the old adage, "Cheap stock is dear at any price" has proven itself true in hundreds of cases. Don't buy cheap half-starved perennials; you will not be pleased with the results if you force them; your customers will be dissatisfied with the blooms they get from them after planting.

ARTEMISIA—Silver King (True)

For the cut flower trade the foliage of Artemisia Silver King is one of the greatest values as a filler for sprays or designs. It matures early in the summer and quickly hardens to a state when it can be cut and used without moisture. The foliage does not wilt or shatter after hardening off and can be carried dry indefinitely without losing its color. Leading cut flower dealers who handled the foliage of this Artemisia last season stated there is no other material that will produce the same high-class effect and that when used in sprays with pink roses the effect is most striking. Price, 25 for \$4.00; 50 for \$7.75; \$15.00 per 100. (See Illustration Below)



ARTEMISIA, "SILVER KING"

NOTE: We Supply 25 Plants of a Variety at One Hundred Rate.

Hardy Perennial Plants

(Continued)

ARTEMISIA

Per Doz. Per 100

Lactiflora. An excellent hardy border plant, producing large, branching panicles of sweetly-scented, creamy flowers excellent for cutting. Three to four feet. August-September. A perennial you should have on hand for bouquets\$2.10 \$14.00

ASCLEPIAS—Butterfly Weed

Tuberosa. Very showy native plants, about 2½ feet high, producing flowers of brilliant orange-scarlet during July and August. Nice for cutting..\$1.75 \$12.00

ASTERS

If you don't plant Asters you are passing up some good orders for flowers the other fellow is getting.

Abendrothe. 2½ feet. very effective rosy red flowers.....\$1.75 \$12.00

Anita Ballard. Double flowers of a clear petunia violet..... 1.75 12.00

Climax. One of the best and showiest, with large pyramidal spikes of large light lavender-blue flowers. Very free. 5 feet 1.75 12.00

Mrs. Raynor. The deepest red of all Asters 1.75 12.00

St. Egwin. One of the finest, covered with beautiful pink flowers..... 1.75 12.00

Tartarica. Large bluish-lilac. 6 feet... 1.75 12.00

White Climax. Like Climax, except in color, which is pure white..... 1.75 12.00

BAPTISIA

Australis (False Indigo). A strong growing plant about 3 feet high, suitable either for the border or wild garden with dark green deeply cut foliage and spikes of dark blue, lupine-like flowers; good for cutting..\$1.75 \$12.00

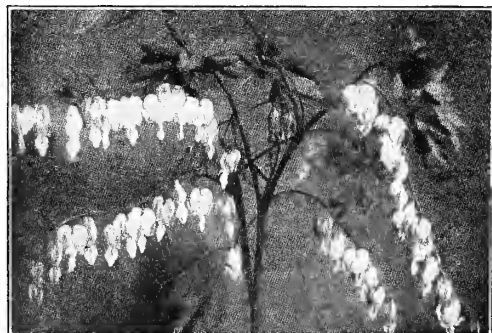
BOCCONIA

Cordata (Plume Poppy). 6 to 8 feet. Big, feathery heads of creamy white flowers. Tall, upright habit. Fine for backgrounds, also makes a nice filler in basket work\$1.50 \$10.00

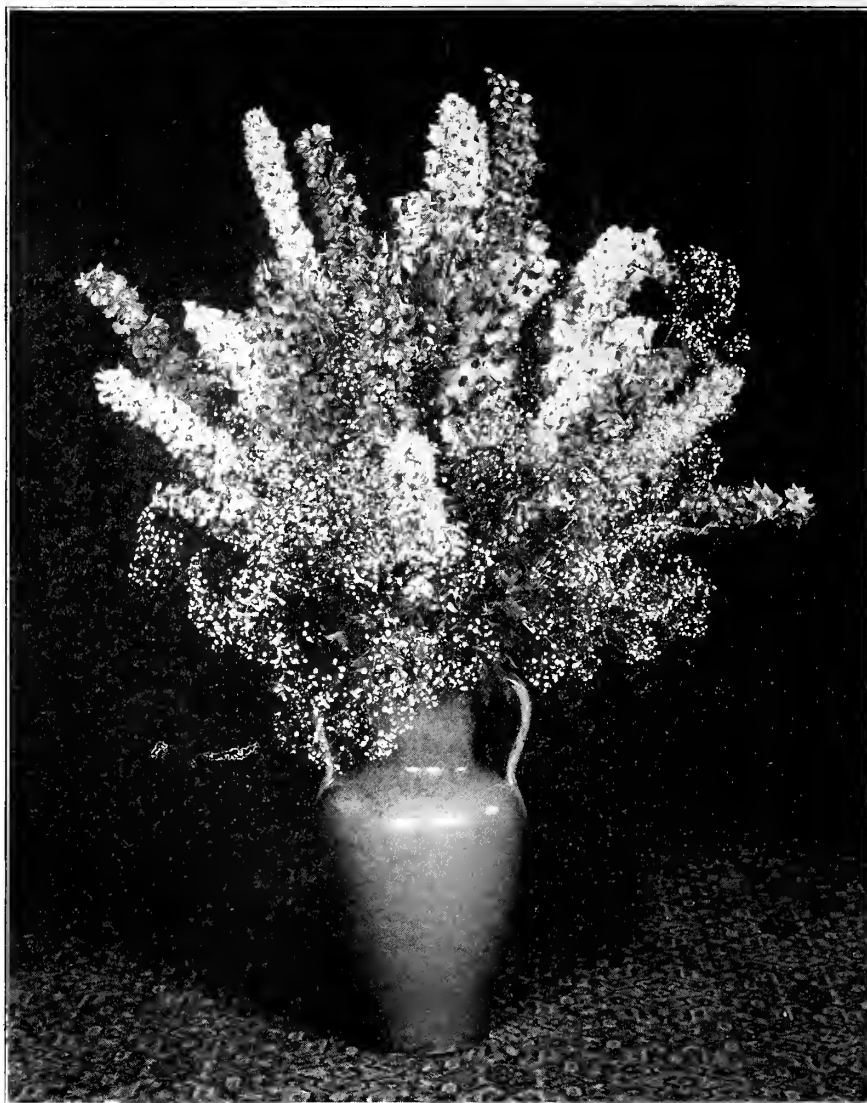
BOLTONIA

Asteroides. Among the showiest hardy plants with large single Aster-like flowers. The plant is in bloom during the summer and autumn months with its thousands of flowers open at one time producing a very striking effect. Pure white, very effective. 5 to 7 feet. Good for cutting.....\$1.50 \$10.00

Latisquama. Lavender-pink. 4 to 5 feet. Good for cutting..... 1.50 10.00



DICENTRA SPECTABILIS
"Bleeding Heart"



DELPHINIUM (PERENNIAL LARKSPUR)

Blackmore and Langdon's Strain of English Hybrids, Interspersed With Double Perennial Gypsophila

CAMPANULA—Bellflower

A large and varied family of the greatest value for general garden decorations. They are of the easiest culture, thriving in any ordinary garden soil.

Medium Calycanthema (Cup and Saucer). Blue and rose. Per Doz. Per 100
Colors Separate. Classed among the showiest garden plants; Doz. \$1.75 12.00

Media. The well known "Canterbury Bells"; its numerous branches crowded with deep bells, the edges softly rolled back and fluted. In July; height 2 to 3 feet. Blue, rose or white. Very showy for garden; valuable for cutting..... 1.75 12.00

CARNATION

The truest hardy outdoor Carnation. No florist should be without them. A beautiful strain of hardy pink, which resembles most of all the indoor Carnation, blooming in great abundance all summer, in the most magic colors, flowers being semi to full double. Excellent for cutting and very hardy.

Giant Pink\$2.10 \$14.00

Grenadin Red. A large flowering type. Very desirable for garden or cutting..... 2.10 14.00

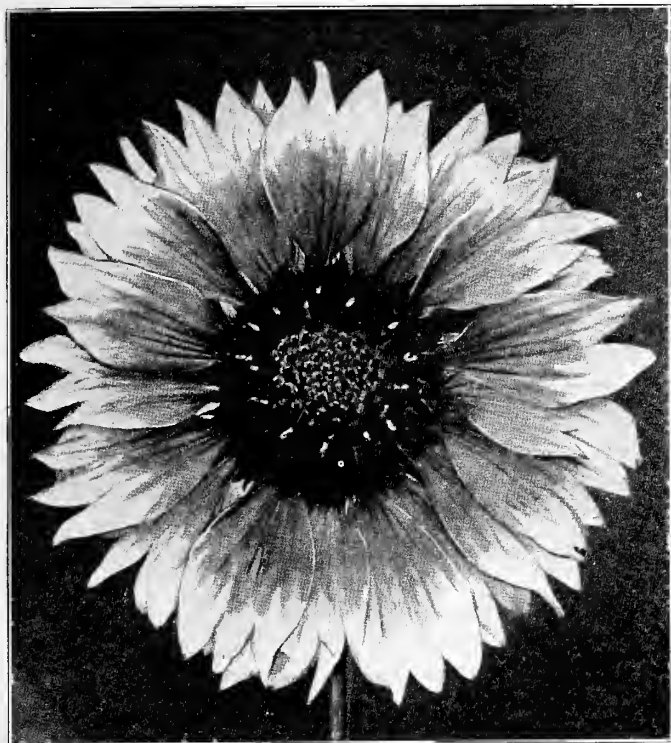
Grenadin White. White form of above..... 2.10 14.00

CATANANCHE—Cupid's Dart

Caerulea. Two feet. July and August. Heads of pretty deep blue flowers on long stems. Profuse and excellent cut flowers 1.75 12.00

Alba. White form of above..... 1.75 12.00

NOTE: We Supply 25 Plants of a Variety at One Hundred Rate.

**HARDY GAILLARDIA****CENTAUREA**

(Hardheads or Knapweed.) Makes a fine display in the border; also excellent for cutting.

	Per doz.	Per 100
<i>Dealbata</i> . Large and striking rose-pink flowers. June-July. 2 feet. \$1.75	\$12.00	
<i>Macrocephala</i> . Large thistle-like golden-yellow flowers; useful for cutting and showy in the border; July and August. 3½ feet. 2.10	14.00	
<i>Montana</i> (Perennial Corn Flower). Grows 2 feet high, bearing large violet blue flowers from July to September. 2.10	14.00	
<i>Montana Alba</i> . Pure white. 2.10	14.00	

CHRYSANTHEMUMS, HARDY

This is the flower above all others that gladdens your heart when your garden is growing bare. The inclusion of Hardy Chrysanthemums in your plantings makes it possible to have the garden bright with flowers after the majority of hardy herbaceous flowers are past. They are also valuable for cut flowers. The varieties offered below have been carefully selected and will give a flowering period of two months, from the middle of September until the middle of November.

	Per doz.	Per 100
<i>Autumn Glow</i> . Rose crimson, large. \$1.75	\$12.00	
<i>Elkton</i> . Profuse, very compact, multi-petaled flowers of dollar size, bluish white, slightly tinged lavender. 1.75	12.00	
<i>Excelsior</i> . Bright orange yellow; very free; large. 1.75	12.00	
<i>Field of Snow</i> . Pure white button. 1.75	12.00	
<i>Golden Queen</i> . Yellow, large. 1.75	12.00	
<i>Hilda Wells</i> . Beautiful Tuscan red shaded yellow at base of petals. 1.75	12.00	
<i>Indian</i> . Copperish red. 1.75	12.00	
<i>Little Bob</i> . Bronze button. 1.75	12.00	
<i>Marie Antoinette</i> . Deep pink. 1.75	12.00	
<i>Old Homestead</i> . A buff pink. One of the best. 1.75	12.00	
<i>Victory</i> . White, large. 1.75	12.00	
<i>Skibo</i> . Showy, golden button Pompon. 1.75	12.00	

CHRYSANTHEMUM MAXIMUM

(Giant Moonpenny or Shasta Daisy.) In the garden they are classed among the most known hardy plants. They also hold an important position as desirable cut flowers.

	Per doz.	Per 100
<i>Alaska</i> . Extra large. \$1.75	\$12.00	
<i>Memorial</i> . A strong growing variety with extra good stems. Large flowers in bloom for use on Decoration Day. Very good cut flower. 1.75	12.00	

ELDER DAISY

This Daisy is now recognized by all for its earliness of flower and it is being used for forcing. \$1.75 \$12.00

HARDY PERENNIAL PLANTS

(Continued)

COREOPSIS

	Per doz.	Per 100
<i>Delphinifolia</i> —Larkspur Coreopsis. Very floriferous, with yellow flowers a little smaller and later than lanceolata. \$1.75	\$12.00	
<i>Lanceolata Grandiflora</i> . A beautiful hardy border plant, grows 15 to 18 inches high and produces its bright yellow flowers in great profusion. By cutting off old flowers, will bloom until fall. 1.50	10.00	

DELPHINIUM

(Perennial Larkspur.) Indispensable to the herbaceous garden. Their long showy spikes of flowers persist from June till frost and furnish the most satisfactory blues to any color scheme.

	Per doz.	Per 100
<i>Belladonna</i> . The most continuous blooming of all, never being out of bloom from June 1st until cut down by hard frost. The clear turquoise blue of its flowers is not equalled for delicacy and beauty by any other flowers. One year. \$1.50	\$10.00	
Select two-year-old clumps. 1.75	12.00	
<i>Bellamosum</i> . The dark blue form of the popular Belladonna. One year. 1.50	10.00	
Select two-year-old clumps. 1.75	12.00	

DELPHINIUM—English Hybrids

Blackmore and Langdon's best strain. (See illustration on previous page.) For many years we have grown many different strains of Delphinium, having in mind to supply our customers with the best obtainable. This strain without a doubt stands in a class by itself. It has the range of colors well divided in the palest shades of blue to the deepest indigo with a strong run of the most delicate shades of rose, double and single.

One year. \$1.75	\$12.00
Two-year plants. 2.10	14.00

DIANTHUS

Barbatus (Sweet William). Old favorites, bearing their sweet, clover-scented flowers in the greatest profusion during May and June. They are indispensable for the edge of the hardy border and for cutting.

	Per doz.	Per 100
<i>Latifolius Atrococcineus</i> fl. pl. (Everlasting Hybrid Sweet William). Beautiful summer bedding variety producing masses of brilliant fiery crimson flowers all season. \$1.50	\$10.00	
<i>White Beauty</i> . Pure White. 1.50	10.00	
<i>Pink Beauty</i> . Improved fine deep salmon pink color. 1.50	10.00	
<i>Scarlet Beauty</i> . Rich deep scarlet, bright green foliage, very fine. 1.50	10.00	

DICENTRA

Spectabilis (Bleeding Heart, or Seal Flower). An old-fashioned favorite; its long racemes of graceful heart-shaped pink flowers are always attractive. It is used largely for forcing. \$4.75 \$35.00

**PHYSOSTEGIA (FALSE DRAGON HEAD)**

NOTE: We Supply 25 Plants of a Variety at One Hundred Rate



Hardy GYPSOPHILA EHRLEI GRAFTED PLANTS

Provides Exceptional Dried Flowers for Winter Cut Flower Work

GYPSOPHILA EHRLEI

(Illustrated Above)

The patch of one-year-old plants in the above photo, taken June 21st, yielded over 1000 bunches which found a ready market and brought a good price.

GYPSOPHILA EHRLEI surpasses any that has ever been introduced. It is a distinct new form, early, pure white, double-flowering and not a variety of paniculata fl. pl. An additional feature of this novelty is that its flowers are produced before paniculata begins to bloom. After the main crop has been cut, flower spikes make their appearance until frost. It is far superior to Gypsophila pan. fl. pl. because of the enormous size of its pure white flowers. Flowers were cut as late as November fifteenth.

GYPSOPHILA EHRLEI will grow in any sunny position if location is not too wet. Lime in any form adds greatly to the vigor of the plant. This plant is a strong grower, so give plenty of room—should be planted three feet apart in three to four feet rows. Plants on their own roots do not grow well and produce no roots, while the grafted plants produce good strong roots and healthier plants.

PRICES: 5 to 25 plants, each 50c; 25 to 100 plants \$35.00 per 100; 250 to 1000 plants \$250.00 per 1000.

FUNKIA VARIEGATA

Potted up about February this very hardy green and white variegated leaved plant will provide exceptional stock to "set-off" flowering plants in pans, baskets, etc., for Easter and Mothers' Day sales. \$1.75 per doz.; \$12.00 per 100.

GAILLARDIA

	Doz.	Per 100
Grandiflora (Blanket Flower). This is considered one of the most beautiful and desirable plants in cultivation, beginning to bloom in June, they continue one mass the entire season. Base of petals are scarlet crimson, bordered golden yellow. A most beautiful combination. Fine for cutting.....	\$1.50	\$10.00
Sanguinea. Orange red shades.....	1.75	12.00

HELENIUM

(Helen Flower). This magnificent perennial during its blooming season from early August until the middle of September, literally produces hundreds of beautiful yellow to bronze-colored flowers. The flowers on one and the same plant vary in colors according to their growth and different stages of development. Beautiful for the garden. Fine for cutting.

Autumnale (Sneezeweed). This handsome native perennial attains a height of three to five feet. It branches at the top and bears many large yellow flowers in autumn.....	\$1.75	\$12.00
Riverton Gem. Old gold, changing to wallflower red. August and September. Four feet.....	1.75	12.00

GYPSOPHILA

(Baby's Breath). Does well in rather dry places. Valuable for "mist effect" in bouquets and in the garden where a mass of delicate, misty bloom will fill a bare place.

Acutifolia. Lilac-rose; height, 4 feet.....	\$1.75	\$12.00
Paniculata (Baby's Breath). A beautiful old-fashioned plant possessing a grace not found in any other perennial and attracting the eye of everyone. Dense spreading bush, numerous tiny flowers in light feathery panicles, delicate foliage, fine for cutting, excellent for border or large rock gardens. July and August. Strong roots. If cut and dried will make excellent filler for winter use.....	1.50	10.00

NOTE: We Supply 25 Plants of a Variety at One Hundred Rate.

Hardy Perennial Plants

(Continued)

HEUCHERA

(Coral Bells.) Beautiful plants for front row of borders, with slender, fairy-like spikes of richly colored flowers; most striking in the garden and light and graceful for cutting.

	Per Doz.	Per 100
Brizoides. Has the same foliage and habit as Heuchera sanguinea, but the flower is pale pink, though three times as many flowers are produced. Blooms in May.....	\$2.25	\$15.00
Sanguinea (Coral Bells). Grow about two feet high, with scalloped purple-tinged round leaves; and throughout the summer throws up innumerable erect, slender flower stems, each crowned with a loose umbel of coral-red flowers.....	2.75	15.00

HOLLYHOCKS

We have this season a fine lot of strong, clean, healthy, vigorous one-year-old flowering plants of the finest strains under Double Pink, Double Red, Double White, Double Yellow, Double Maroon		
Double New Lilac.....	1.75	12.00
Lemon Yellow	1.50	10.00
New Allegheny. Immense semi-double flowers, with fringed edges	1.50	10.00

LATHYRUS

(Everlasting Pea.)

Latifolius. These Everlasting Peas are but little known in this country, but are great favorites in England. They are extremely showy and fine. Charming climbers for covering trellises, arbors, etc.....		
Alba. Pure white.....	1.75	12.00
Pink Beauty. Large racemes of pleasing deep rose flowers.....	1.75	12.00
Red. The well-known red Everlasting Pea.....	1.75	12.00
White Pearl. A great improvement on the older white variety, the stems giving from 12 to 15 flowers each.....	1.75	12.00

LIATRIS

Pachnostachia (Blazing Star or Gayfeather). A perfectly hardy perennial of luxuriant growth, doing well in any kind of soil, poor or rich, moist or dry, producing richly colored purple flowers on stout stalks 6 feet high in graceful spikes one foot long. In bloom during July and August. First rate cut flower.....		
	\$1.75	\$12.00

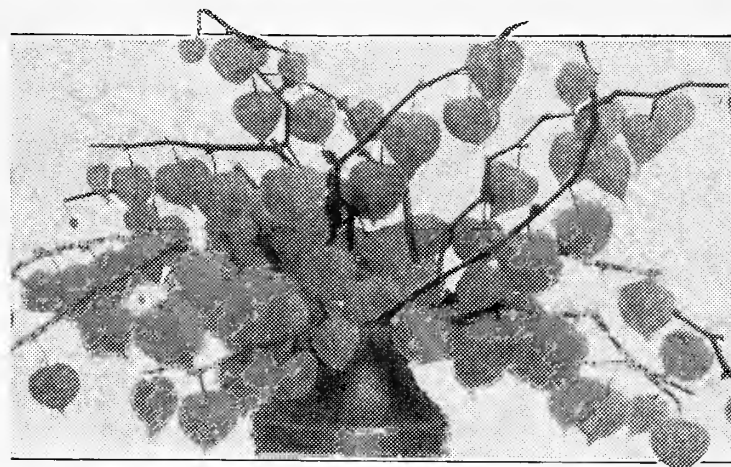


TRITOMA PFITZERI
"RED-HOT POKER"
Per 100, \$15.00

Peony roots for home garden planting during spring season. Strong 3 to 5 eye dormant roots.

	Per Doz.	Per 100
Red shades	\$3.50	\$27.50
Pink "	3.25	25.00
White "	3.25	25.00

Equal quantities of each color named at \$25.00 per 100.



JAPANESE LANTERNS (Physalis Francheti)

LUPINUS

(Lupine.) Effective plants producing large spikes of flowers, blooming in May and June.
Polyphyllus. Blue, rose and white separate.....

	Per Doz.	Per 100
	\$2.25	\$15.00
Regal. A wonderful new strain of perennial Lupines. There are creamy shades, amber, coppery orange and almost canary yellow, mingled with bronze, bright rose, terra-cotta, slate and lavender blue. Some are distinctly bi-colored, having wings or standards of one solid color and keel of another, while in some the whole flower is suffused and overlaid with a glossy sheen of rose or copper over a groundwork of pale yellow or amber		
	2.75	15.00

LYCHNIS

Chalcedonica (Maltese Cross; Jerusalem Cross; Scarlet Lightning). Two to three feet high, with white or scarlet flowers in good-sized corymbose heads. Give it a rich soil and it will bloom all summer. June. A showy plant for the garden and a striking cut flower.....		
	1.75	\$12.00
Coronaria (Mullen Pink; Rose Champion). Flowers red; showy in June		
	1.75	12.00
Viscaria Splendens. Spikes of handsome flowers on stems one foot high, blooms in June. A very attractive plant in the border		
	1.75	12.00

MYOSOTIS

Palustris. The true "Forget-Me-Not," appealing in its modest, azure beauty and cherished for its sentiment. Bushes up to 18 inches high and blooms profusely during early summer.....		
	\$1.75	\$12.00

PHLOX

Phlox Decussata (Hardy Phlox)

Miss Lingard. Pearly white flower, with delicate pink eye. Very remarkable bloomer, producing two or three crops of flowers during the season; indispensable as a cut flower for florists' use		
	\$1.75	\$12.00

PHYSALIS FRANCHETI. This wonderful decorative plant is easy to grow and multiplies rapidly. A big money maker that will yield more than any other outside crop. The fruits are becoming more popular each year for decorative purposes in the early fall and winter. The color of these lantern fruits is orange-vermilion and are everlasting after drying. We offer strong root divisions to mature the coming summer. Per 25, \$3.00; per 50, \$5.50; per 100, \$10.00.

PHYSOSTEGIA—Virginiana (False Dragonhead). Flowers about an inch long, varying in color from purplish red to pink and white		
	\$1.50	\$10.00
Alba. Pure white; very fine.....	1.50	10.00
Gigantea. New dwarf pink.....	1.50	10.00

NOTE: We Supply 25 Plants of a Variety at One Hundred Rate.

HARDY PERENNIAL PLANTS (Continued)

PYRETHRUM

FLORENCE SHADLEY. Beautiful pink. An exceptional cut flower.

Per 25 Plants, \$9.00; Per 50, \$17.75; Per 100, \$35.00
Doz. 100

PYRETHRUM Roseum Hybridum (Painted Daisies). Red, white and pink mixed; blooms in June.....\$1.75 \$12.00

Roseum Atrosanguineum. Dark red shades 1.75 12.00

Uliginosum (Giant Daisy). White flowers, carried on long, erect stems. Good for cutting, 3 feet... 1.75 12.00

STATICE Latifolia (Sea Lavender). Grows 15 to 18 inches high with tufts or clumps of thick, leathery foliage and immense panicles of delicate blue flowers. Individual flowers very minute, similar in form to the Forget-Me-Not, but made into heads 18 inches or more across\$1.75 \$12.00

STOKESIA Cyanea (Stoke's Aster). A rare hardy plant of the Aster family. Twelve to 18 inches high and very thrifty. Rich green leaves, the flowers of a wonderful shade of azure blue, the petals finely divided; good for cutting. August\$1.75 \$12.00

Cyanea Alba. White flowers..... 1.75 12.00

SCABIOSA Caucasia (Pin Cushion Flower) (Blue Bonnet). A soft and charming shade of lavender; commences to bloom in June. Fine for cutting\$2.10 \$14.00

TRITOMA Pfitzeri (Red Hot Poker). Rich orange-scarlet blooms borne on stems 3 feet high, very attractive for mass planting or singly in the border. In bloom from August to October. Succeeds in any garden soil, but responds quickly to liberal feeding. Must be protected in winter.....\$2.10 \$15.00

VALERIANA (Valerian; Garden Heliotrope).
Coccinea. Showy heads of old rose flowers, June to October. 2 feet...\$1.50 \$10.00

VERONICA Spicata. 18 inches. June and July. Long spikes of violet-blue flowers\$1.75 \$12.00

True Blue. Literally covers itself with blossoms of intense blue. June-July flowering 2.25 14.00

VIOLAS

VIOLAS OR TUFTED PANSIES

Jersey Gem (New). Possesses the dwarf habit and continuity of blooming of the true horned Viola (*V. cornuta*), and the vigorous, bushy growth and roundish foliage of the finest English bedding varieties. Color is pure, rich violet and slightly perfumed. It is one of the best introductions in the list of the hardy plants in recent years. Our propagations are from the original stock planted from divisions.....\$1.75 \$12.00

LIATRIS

"KANSAS GAY FEATHER"

(See Illustration Opposite)

This old perennial plant, which grows wild in numerous parts of the U. S. A., has come into the greatest favor as a cut flower and this season millions of spikes have found a ready market at good prices. When used in basket work, intermingled with orange gladiolus and lemon marigolds, etc., the effect is most outstanding indeed. Per doz., \$1.75; per 100, \$12.00.

"Worth its Weight in Gold" COMMERCIAL FLORICULTURE

By FRITZ BAHR

Our Five Reasons for Indorsing and Recommending the New 1927 Revised Edition of FRITZ BAHR'S COMMERCIAL FLORICULTURE

1. It's the best book on the subject.
2. Its 616 pages are crowded with valuable reading matter pertaining and covering every phrase of the florist business.
3. It's a book every beginner should read and study, for him it means obtaining information vital toward success.
4. It's giving those already started into the business worth while suggestions on how to keep on going and accomplish more.
5. It's of equal value to the experienced grower as it contains the best most up-to-date cultural

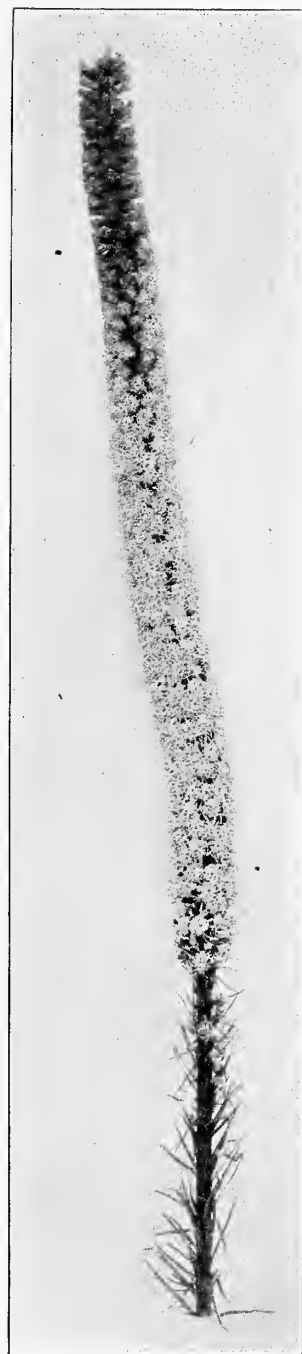
methods for plant and cut flower crops for both under glass and outdoors.

IF YOU ARE IN THE RETAIL GROWING BUSINESS, or if you have any idea of ever getting into it, you can make no better investment than to buy a copy of **Fritz Bahr's Commercial Floriculture.**

Or if you have a retail grower friend or relation to whom you are indebted, send him a copy and enjoy the satisfaction of knowing that you have gone a long way toward squaring accounts.

The price is \$5.50 per copy postpaid for cash with order or postage extra on charge orders.

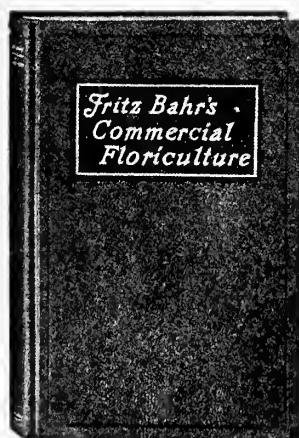
NOTE: We Supply 25 Plants of a Variety at One Hundred Rate



Liatris pycnostacha



STATICE LATIFOLIA



MISCELLANEOUS SPRING BULBS

GIANT AMERICAN HYBRID AMARYLLIS

The Choicest Strain Ever Offered

This is the finest strain of Amaryllis that has ever been produced in this country; flowers of largest size, composed of broad, well-rounded, overlapping petals, large, strong bulbs, throwing strong, vigorous stems with from four to six gigantic blooms of the most perfect form, ranging in color from pure white grounds with varied markings of rose, red and crimson to the richest self-colors, as scarlet, crimson, bright red, cherry and almost maroon.

We offer them in choicest mixed colors.

\$4.50 per dozen, \$35.00 per 100, \$325.00 per 1000

CALADIUM ESCULENTUM—Elephant's Ear

Much used for bordering Canna beds or subtropical plantings. Plants of these always find a ready sale.

	Per 100	Per 1000
5 to 7-inch circumference.....	\$ 3.50	\$30.00
7 to 9-inch circumference.....	5.50	50.00
9 to 11-inch circumference.....	10.00
11 to 12-inch circumference.....	13.50
12-inch circumference	17.50

FANCY LEAVED CALADIUMS—True Brazilian

(See colored illustration on back cover of this catalogue.)

There are no finer colored foliage plants for summer use; splendid for the conservatory and equally good for porch boxes outdoors in shaded places. The stock offered is grown for us by the leading specialist in this line.

Assorted colors, named vars., mixed..... Per 100 \$20.00

ISMENE CALATHINA—Peruvian Daffodil

A grand summer flowering bulb, producing with great freedom large Amaryllis like, pure white, fragrant blossoms. Exceptional for cut flowers.

	Per Doz.	Per 100
Medium Size Bulbs.....	\$2.00	\$12.00
Extra Large Size Bulbs.....	2.75	20.00

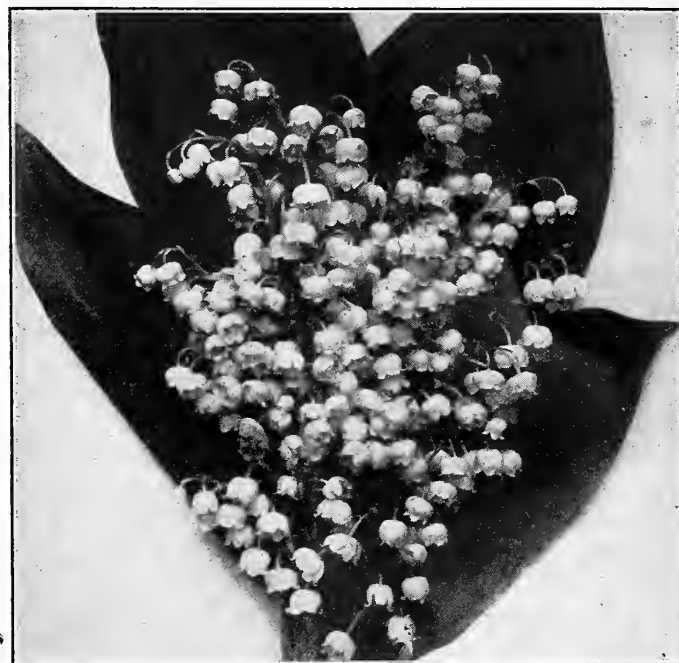
CINNAMON VINES

	Per 100	Per 1000
Fine for counter trade.....	\$4.00	\$35.00



LILY-OF-THE-VALLEY

In clump form for garden or field planting.



LILY-OF-THE-VALLEY

LILY-OF-THE-VALLEY PIPS

A. B. C. "Supreme" Quality

Our stock of these is imported direct by us from the foremost Lily-of-the-Valley grower in Germany, and is of unsurpassed quality. We can supply these in cases of 100-250, 500-1000 and 2500 pips from cold storage, Chicago and New York.

Per 100 Pips.....	\$ 5.00
Per 250 Pips.....	10.00
Per 500 Pips.....	18.00
Per 1,000 Pips.....	35.00
Per 2,500 Pips.....	75.00

(Prices subject to change.)

Write for latest market quotations on quantity.

LILY-OF-THE-VALLEY

In "Clump Form" for Garden or Field Planting

(See illustration opposite.)

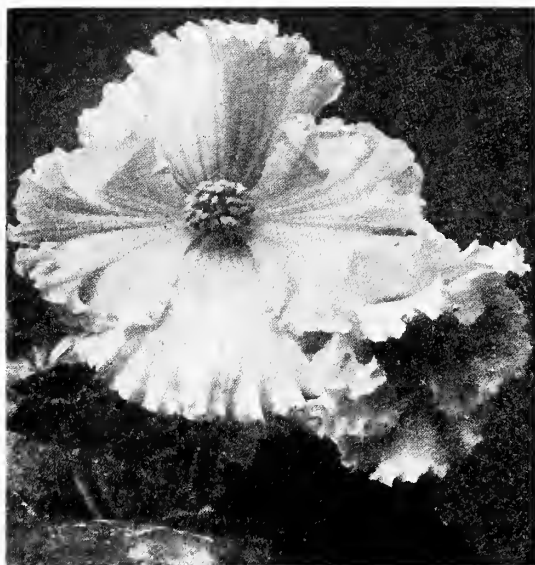
We have had grown by a Valley specialist a large quantity of Lily-of-the-Valley in "clump form," each of which contains a plentiful supply of flowering pips. Especially recommended for selling to the public for garden planting as they will produce flowering results the first season. Price, per doz., \$3.50; per 100, \$25.00. Special price quoted for quantity. Lining out stock, \$12.00 per 1000.

TUBEROSES

We are among the largest handlers of these important florists' bulbs, and take special pains to have our stock kept healthy and true, and to reach us from our growers in perfect condition. Our strain of "Pearl" is the true large flowered type, far superior to the old variety. Bulbs are clean and properly graded in sizes offered.

	Per 100	Per 1000
Double Pearl. 3 to 4-inch.....	\$2.25	\$18.00
Double Pearl. 4 to 6-inch, extra large.....	3.00	25.00
Single Armstrongs, 3 to 6-inch.....	3.00	25.00

In order to obtain advantage of special low prices quoted on these pages, place your order now and we will make shipment at any time up to March 15th, 1929. Our storage facilities are of the best.



Single Flowered Tuberous-Rooted Begonia

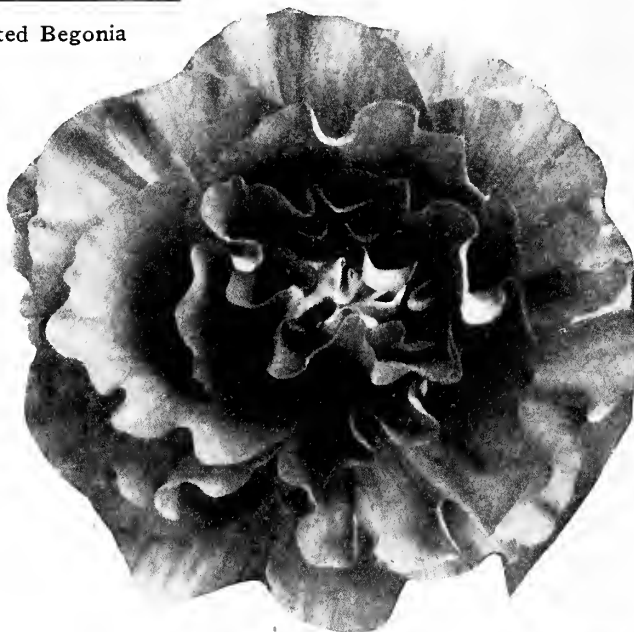
Tuberous-Rooted Begonias and Gloxinias

"TRUE BELGIAN STRAIN"

Are Again Obtainable Especially
in Large Size Bulbs for
Pot Culture

Gloxinias

They are fit companions for the Tuberous-Rooted Begonias and the fancy leaved Caladiums, and while they are a little more particular as to how you treat them, it isn't hard to have them in good shape and full of their beautiful, richly colored flowers.



Double Flowered Tuberous-Rooted Begonia

Tuberous-Rooted Begonias

Fritz Bahr says: "These are the handsomest of all the many Summer-Flowering Begonias, whether wanted for indoor or outdoor culture, but as yet they are entirely overlooked by many florists whose retail trade would appreciate them.

"The man who doesn't grow at least a few plants of Tuberous-Rooted Begonias misses a whole lot."

Tuberous-Rooted Begonias are desirable either for decorative pot plants or bedding out where they can be shaded for three hours or so during the middle of the day.

— Prices — TUBEROUS-ROOTED BEGONIAS

For Pot Plants and Bedding

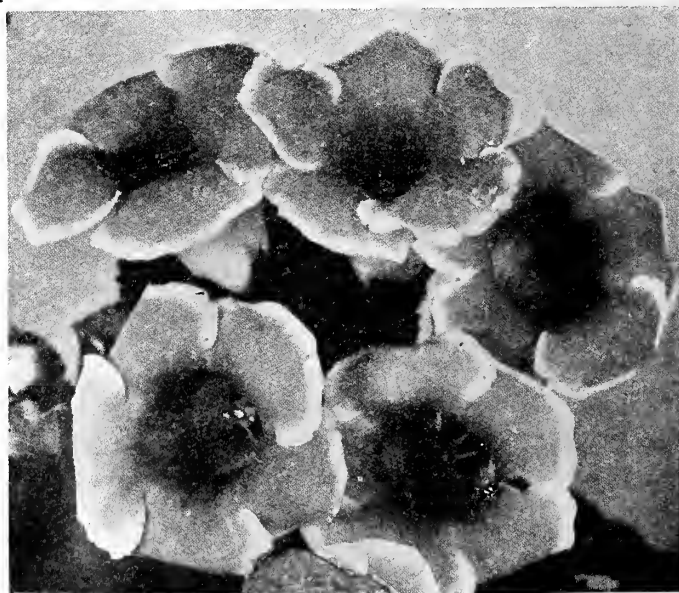
Tuberous-Rooted, Single. Large blooming bulbs. Scarlet pink, crimson, yellow, salmon, white. Per 100, \$12.50.

Tuberous-Rooted, Double. Large blooming bulbs. Crimson, scarlet, yellow, salmon, white, pink. Per 100, \$15.00.

GLOXINIAS

Exceptional for Pot Plants. Large blooming bulbs. Separate colors. 1¼ to 1½-inch.....\$18.00
1½ to 2-inch.....\$20.00

25 of any of above at 100 rate.



Gloxinia, Large Flowered



ONE OF OUR TEXAS CANNA FIELDS, THE VARIETY KING HUMBERT

TRUE TO NAME
LARGE FLOWERING **CANNAS**
THE IDEAL BEDDING PLANT

Strong 2 to 3 Eye Dormant Roots

"The florist who says, 'We don't do much in Cannas, our trade calls for other plants for bedding,' would be far more correct if he blamed his condition on the fact that although Cannas are becoming more important as bedders each year, he has but little call for them because by not handling them and pushing their sale he manages to have his patrons and himself get along without them."—Fritz Bahr in "Commercial Floriculture."

A. B. C. Northern Texas Grown Cannas are now recognized not only by the florist trade but by dealers as well as being of the choicest quality produced in this country.

The trade at large has come to demand "A. B. C. Texas Grown Cannas." They "Make Good" and are true to name.

Texas Grown "Roots That Qualify"

5 GRAND CANNAS That Stand Out Above All Others

	Per 100	Per 1000		Per 100	Per 1000
The President. 4 feet. This immense new flaming scarlet has come into wider use more quickly than any other Canna. It is an offspring of the famous Firebird. The President leads the red varieties in the quality and also the quantity of its bloom. The flowers are 7 inches across; the individual petals are firm and long standing, and do not burn, and the trusses stand up stiff on strong stems. The foliage is rich green and burn-proof in the hottest weather.....	\$4.00	\$35.00	Apricot. 4 feet. The color is a buff-yellow base over-spread with salmon-pink, making a mass effect of rich apricot. The chief characteristic of this flower is its marvelous durability, for it stands heavy rain and hot sun better than any other Canna we know. We recommend it highly.....	\$4.50	\$40.00
Yellow King Humbert. 4 feet. An orchid-flowering sport of the well-known King Humbert. Has the same habit of growth as its parent; foliage a very dark green, with flowers measuring 5 to 7 in. across; individual petals measuring 3 to 3½ in. in diameter. Flower a deep rich yellow, softly spotted and blotched with bright red. Some plants occasionally give a scarlet or scarlet striped flower, which we consider an improvement rather than a detriment	4.00	35.00	King Humbert. This remarkable Gold Medal Canna has been the sensation of the past ten years and is the greatest favorite today. It is a cross between the orchid-flowering and the French, or Crozy type, combining the large flowers of the one with the free-blooming character of the other, with handsome, broad, tropical foliage. Scarlet flowers; bronze leaves. 4 feet.....	4.00	35.00
			Mrs. Alfred Conard. One of the very best Cannas in commerce today. Large, exquisitely shaded salmon-pink flowers are produced in great abundance on robust, upright stalks. We consider this as superior to all pink flowered Cannas. 4 feet...	6.50	60.00

FOR COMPLETE LIST OF CANNAS SEE NEXT PAGE

CANNAS

Large Flowering A. B. C.
"Supreme" Quality

Strong 2 to 3 Eye Dormant
Roots

See Previous Page for Additional
List of Cannas

If you want to sell Cannas for bedding, get a few plants of each variety in flower by May 10th, by starting eyes in January.—Fritz Bahr in "Commercial Floriculture."

Various Colors, Bronze Foliage

	Per 100	Per 1000
Ambassador. Brilliant red, bronze foliage, 4 feet	\$7.00	\$65.00

A distinguished looking Canna. Flowers vivid cherry-red, has luxurious tropical foliage prettily bronzed and makes a splendid color contrast with its brilliant blossoms. Ambassador has a habit of holding its flowers high above the foliage, a feature which makes this variety especially attractive. With true "King Humbert" foliage.

	Per 100	Per 1000
King Humbert. Scarlet, the great favorite....	\$4.00	\$35.00
Shenandoah. 4 feet. Salmon-pink	3.50	30.00
Wyoming. Beautiful orange	3.50	30.00



Red Shades, Green Foliage

	Per 100	Per 1000
Alphonse Bouvier. 5 feet. Rich velvety red.....	\$3.50	\$30.00
Chas. Henderson. 4 feet. Brilliant crimson, flame yellow throat.	3.50	30.00
Louisiana. 6 feet. Vivid red.....	3.50	30.00
Meteor. Of compact growth, broad green foliage, bright red flowers produced in mammoth clusters. 4½ feet.....	3.50	30.00
Pennsylvania. 6 feet. Scarlet, overlaid orange.....	3.50	30.00
The President. 4 feet. Flaming scarlet. The best red.....	4.00	35.00
Wintzer's Colossal. Vivid scarlet.....	4.00	35.00

Variegated Flowers, Green Foliage

	Per 100	Per 1000
Kate Gray. 5 feet. Orange carmine, dotted yellow throat.....	\$3.50	\$30.00
Mme. Crozy. 3 feet. Scarlet, bordered yellow.....	3.50	30.00
Apricot. Buff-yellow and salmon-pink.....	4.50	40.00

CANNA, YELLOW KING HUMBERT

Pink Shades, Green Foliage

	Per 100	Per 1000
City of Portland. Deep pink. Green foliage. 3½ feet. Extra good flower. Does not fade.....	\$6.50	\$60.00
Hungaria. 3½ feet. La France pink.....	5.00	45.00
Mrs. Alfred Conard. Salmon-pink.....	6.50	60.00
Venus. Rosy pink, bordered creamy yellow.....	3.50	30.00

Yellow Shades, Green Foliage

	Per 100	Per 1000
Austria. Lemon chrome spotted red; green foliage. 5 feet.....	\$3.50	\$30.00
King Midas. Clear yellow, green foliage. Best yellow.....	7.00	65.00
Florence Vaughan. 5 feet. Yellow spotted crimson.....	3.50	30.00
Gladiator. 4½ feet. Golden yellow, dotted crimson.....	3.50	30.00
Indiana. Rich golden orange.....	3.50	30.00
Orange Bedder. Green foliage. Bright orange with just enough scarlet suffusion to intensify the dazzling mass of color. A very free bloomer. 4 feet.....	5.50	50.00
Richard Wallace. Canary-yellow.....	3.50	30.00
Yellow King Humbert. 4 feet. Deep rich yellow, spotted bright red	4.00	35.00

White Shades, Green Foliage

	Per 100	Per 1000
Eureka. 4 feet. The best white.....	\$5.00	\$45.00

SEE PREVIOUS PAGE FOR ADDITIONAL LIST OF CANNA ROOTS

Jersey's Beauty



Jersey's Beauty

The "True Pink" Dahlia
and the Variety Without a Peer

Jersey's Beauty is, today, without a doubt the most popular cutflower and garden show Dahlia in the various markets of the country and were one to confine their Dahlia culture exclusively to this variety we do not believe that by so doing any regrets would suggest themselves.

"Jersey's Beauty"

is a true decorative flower of real merit, excellent formation, strong, straight, stiff stems, large in size, good depth and good keeper; color, a beautiful clear rose-pink, in short, the "Ideal" cutflower Dahlia. Price, each, 50c; per doz., \$5.00; per 100, \$35.00.

A. B. C. "SUPREME"
QUALITY

Dahlia Roots

Produced under contract by a specialist grower who primarily confines his large crop to "Quality" cut flower sorts which are listed in these pages.

Sell Dahlias Next Spring

Dahlias are really coming into their own; more and more are they recognized as being among the most showy of all garden flowers, largely due to the introductions of so many fine sorts during the past few years. Every country florist should get acquainted with the latest kinds, have a nice display of them on his own grounds. If he will push the sale of tubers and small plants during the Spring it will pay him far better than what he will make by selling the flowers. Without doubt there will be a great demand for plants and tubers next Spring, so get ready now. Make note of the good sorts you will want and go over what you have, labeling them properly, and weed out the poor ones that are not worth carrying. A dozen or 18 real good ones, headed by Jersey's Beauty means more than 50 doubtful kinds. To insure a bigger and better 1929 Spring bedding business, become interested in Dahlias and thereby keep in step with the times.—Fritz Bahr, noted horticultural writer, in the Florists Exchange, 1928 issue.

The Culture of the Dahlia

The Dahlia thrives in an open, sunny location, though they will succeed in partial shade in some instances. They will grow in any kind of soil, but a rich, sandy loam is the best. To enrich poor ground in the fall spade in well-rotted manure or decayed vegetation. Use bone meal at planting time, working it well into the soil. Spade the soil thoroughly as deep as possible before the tuber is planted.

Watering. Use very little water until flowering buds appear, after which plants can be thoroughly watered about once a week. Soak the ground until moist at least six inches deep. Rake over the surface the following day. This conserves moisture and lets in air and sunshine.

To Preserve Cut Flowers. Flowers should be cut late in the afternoon or early in the morning. Place tips of the stems in water for about twenty seconds while boiling on the stove and immediately plunge the tips deep into cold water. If blooms droop prematurely place stems deep in hot water and allow them to remain until the water cools. This will usually revive them. A pinch of salt in the water helps.

Jersey's
Beauty
Is An
Exceptional
Cut-Flower
Variety
See Previous
Page

LARGE FLOWERING

Dahlias

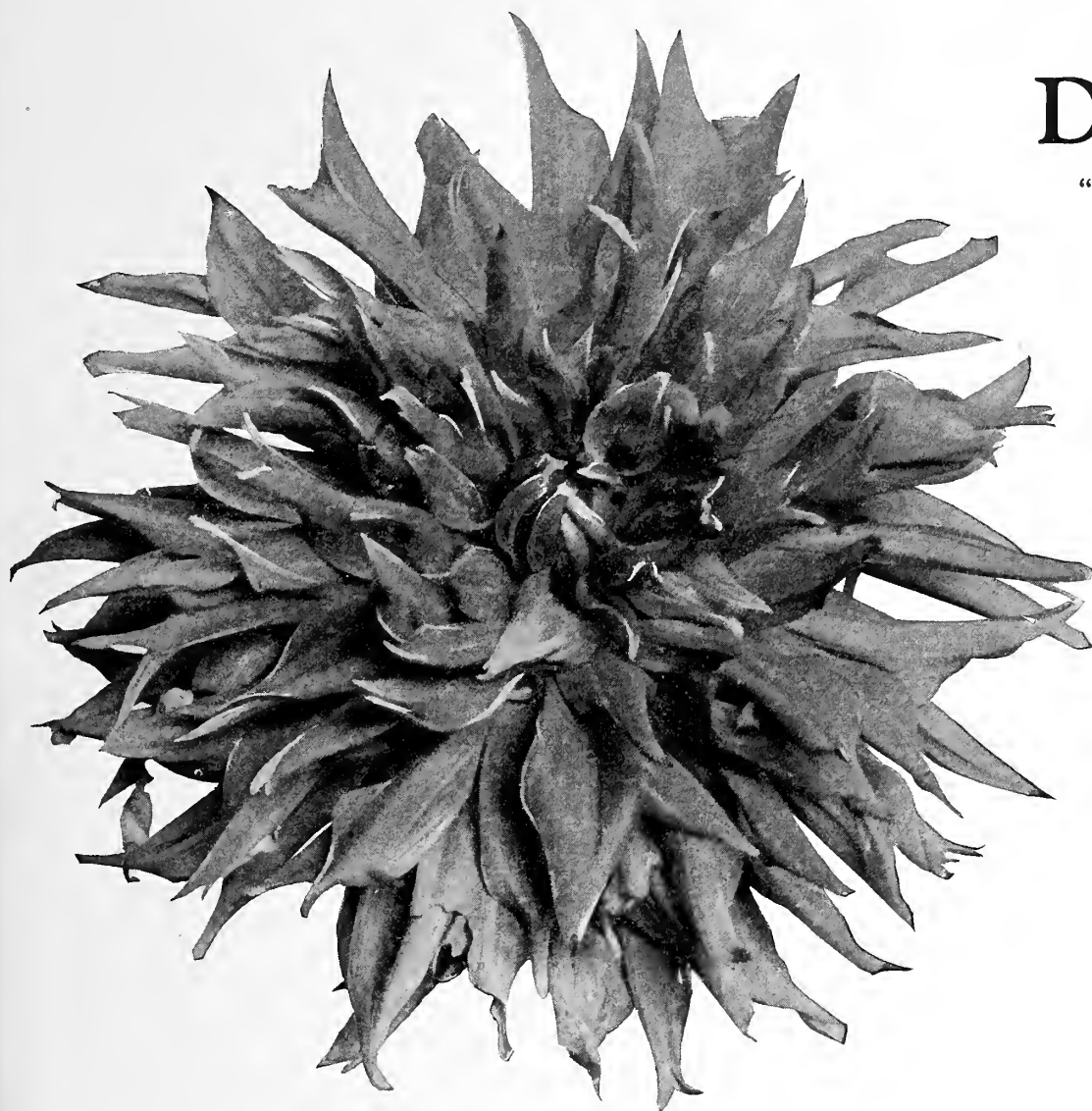
"THE BETTER KINDS"

A selected list of varieties especially recommended for cut-flowers. Equally desirable for garden show.
All supplied in strong dormant root divisions.
True to name.

Pompon
Dahlias
Are Coming
Into Great
Favor for
Cut-Flowers

These Prices Are for Field Grown Divided Tubers

	Each	Per Doz.	Per 100		Each	Per Doz.	Per 100
A. D. Livoni—Show, soft pink, a very free bloomer.....	\$0.20	\$2.00	\$12.00	Jeanne Charmet—Decorative, lilac pink, shading to pure white toward the center with a tinge of light yellow at the margin	\$0.30	\$2.50	\$18.00
Alex Waldie—Decorative, color creamy ground overlaid delicate salmon pink.....	.60	6.00	42.00	Jersey Beauty—Decorative, without a doubt the best true pink dahlia on the market today. If you grow dahlias you cannot afford to be without this one, a real money maker50	5.00	35.00
Autumn Glory—Decorative, soft golden terracotta, rich and pleasing20	2.00	12.00	John Churchill—Peony, reddish salmon pink.....	.35	3.00	22.50
Azalea—Decorative, soft creamy yellow, outer petals tinted pink60	6.00	42.00	Kitty Dunlap—Decorative, American Beauty shade.....	.45	5.00	30.00
Baron Schroeder—Decorative, rich glowing purple.....	.20	2.00	12.00	Kriemhilde—Cactus, delicate pink shading to white in the center20	2.00	12.00
Blue Bird—Peony flowered, color mauve or lilac which in certain light has a bluish sheen. Good free bloomer... .	.60	6.00	42.00	La Grand Juan—A Holland decorative, a very beautiful light yellow and a splendid cut flower variety. We gladly recommend this.....	.45	5.00	30.00
Caroline Brach—Decorative, color pink with white stripe. .	.45	5.00	30.00	Lucky Lou—Hybrid cactus, color red and yellow.....	.60	6.00	42.00
Carolyn Wintjen—Decorative, salmon pink with rose shading30	2.75	18.00	Lyndhurst—Decorative, color brilliant Cardinal red.....	.20	2.00	12.00
Casper Ware—Decorative, a pleasing shade of silvery violet rose, and in late season becomes clear pink.....	.75	8.00	60.00	Madonna—Peony, white tinted lavender pink.....	.20	2.00	12.00
Cigarette—Cactus, creamy white edged orange.....	.60	6.00	42.00	Maud Adams—Show, color pure snowy white overlaid pink. This is indeed a wonderful variety and one that no retail florist can do without. From a retail standpoint, Maud Adams has first consideration. It is positively a real money maker.....	.30	2.75	18.00
Clown—Decorative, red and white variegated.....	.60	6.00	42.00	Margaret Bouchon—Cactus, color light pink, splendid form30	2.75	18.00
Countess of Lonsdale—Cactus, deep salmon pink.....	.20	2.00	12.00	Margaret Kenner—Hybrid cactus, color clear pink toning to silver in center. A delightful blend.....	.60	6.00	42.00
Darlene—Decorative, claimed to be florists' most promising dahlia, and we can vouch for this, beautiful shade of shell pink, blending of white at the center.....	.20	2.00	12.00	Mariposa—Hybrid cactus, a delightful shade of true pink. A faint violet suffusion adds to the blend.....	.90	9.00	60.00
Delice—Decorative bright pink suffused lavender.....	.30	2.75	18.00	Marmion—Decorative, color pure golden yellow with bronze suffusion on reverse of petals.....	3.50	35.00	
Diemont Von Bystein—Peony flowered, a popular shade of deep blue lilac. A strong grower and free bloomer..	.30	2.75	18.00	Minnie McCullough—Decorative, golden yellow tipped bronze20	2.00	12.00
Dorothy Peacock—Show, pink shading lighter pink, striped yellow30	2.75	18.00	Mina Burgle—Decorative, scarlet.....	.30	2.50	18.00
Dove—Decorative, lilac pink, very pretty.....	.45	5.00	30.00	Millionaire—Decorative, of mammoth size, color dainty lavender with a pink sheen.....	.60	6.00	42.00
Dr. Tevis—Decorative, salmon rose, old gold and apricot. .	.45	5.00	30.00	Mrs. John Bowman—Colossal, the color is an exquisite shade of deep golden yellow with reverse of petals slightly tinged magenta.....	.40	4.00	25.00
Ellenor Vanderveer—Decorative, color glowing satiny rose and pink. Stems exceptionally long and stiff. An unusually fine and free bloomer. We have no hesitancy in recommending this variety.....	1.25	11.00	70.00	Mrs. H. C. Dresselhuys—Decorative, a beautiful soft pink, overlaid white. Can recommend this highly for retail florists30	2.50	18.00
Frank Walker—Decorative, beautiful shade of deep lavender pink. Splendid cut flower variety for retail florist..	.20	2.00	12.00	Mrs. Carl Salbach—A decorative dahlia that really needs no introduction. Color, mauve pink shading to white. Produces blooms on long stiff stems.....	.60	6.00	42.00
Frau Scheiff—Decorative, an exquisite blending of apricot orange and yellow.....	.45	5.00	30.00	Mrs. Carrie Hayward—Peony flowered. A dahlia that attracts immediate attention. Color, bright peach red. Blooms early and late.....	.45	5.00	30.00
George Walters—Hybrid cactus, color bright salmon pink .	.60	6.00	42.00	Oregon Beauty—Decorative, scarlet.....	.20	2.00	12.00
Gladys Bates—Cactus, incurved petals of tan with a reverse of rose.....	.45	5.00	30.00	Paul Michael—Decorative, old gold full and deep. One of the most exquisite of the autumn shades.....	.60	6.00	42.00
Gold Medal—Show, red and yellow.....	.40	4.00	25.00				
Golden Gate—Cactus, color bright golden yellow.....	.25	2.50	18.00				
Insulinde—Decorative, very fine large flower on good stems, color deep gold with bronze suffusion of nasturtium red45	5.00	30.00				
Jack Rose—Decorative, brilliant crimson.....	.15	1.50	10.00				
Jean Chazot—Hybrid cactus, color beautiful golden shade bronze with light suffusion of nasturtium red.....	.35	3.00	22.50				



DAHLIA—JEAN CHAZOT

See previous page for description and price.

	Each	Per Doz.	Per 100
Patrick O'Mara—Decorative, autumn shade claimed to be improvement over King of Autumn.....	\$0.40	\$4.00	\$25.00
Pride of California—Decorative, color crimson red with dark full center.....	.30	2.50	18.00
Princess Victoria—Show, good yellow.....	.20	2.00	12.00
Purple Gem—A show dahlia, color deep purple distinct. .	.20	2.00	12.00
Queen Mary—Decorative, soft pink.....	.25	2.00	12.00
Rookwood—Decorative, bright cerise rose. Considered one of the best in its shade.....	.80	9.00	60.00
Rosalie Styles—Peony, color beautiful shade of pink....	.40	4.00	25.00
Rosa Nell—Decorative, color clear bright rose, good stiff stems, held well above the foliage.....	.60	6.00	42.00
Rotarian—Decorative, violet maroon of large size, a very soft and rich color.....	.60	6.00	42.00
Ruth Van Fleet—Cactus, color beautiful sulphur yellow..	.45	5.00	30.00
Souv. De Gustav Doazon—Decorative, color a pleasing shade of orange red. It is a vigorous grower, foliage heavy and dark green.....	.20	2.00	12.00
Storm King—Show, best white, free bloomer.....	.20	2.00	12.00

Large Flowering

DAHLIAS

"THE BETTER KINDS"

(Continued)

The dahlias listed on these pages are produced by a specialist who prides himself on cultivating only varieties that "stand out," particularly for cut-flowers.

Sunset Glow—Hybrid cactus, color similar to Red Cross, which is a golden yellow suffused and marked coral red

Each	Per. Doz.	Per 100
35c	\$3.50	\$22.50

Sylvia—Decorative, white edged pink, one of the most desirable for the florist—

Each	Per. Doz.	Per 100
15c	\$1.50	\$10.00

Tommy Atkins—Decorative, a most unusual red, the color being entirely different from the general run; blooms produced on good stiff stems—

Each	Per. Doz.	Per 100
60c	\$6.00	\$42.00

W. D. Arcy Ryan—Decorative, fantastic, yet fascinating violet primrose yellow—

Each	Per. Doz.	Per 100
40c	\$3.50	\$25.00

Yellow Colosse — Decorative, large showy flowers or pure primrose yellow—

Each	Per. Doz.	Per 100
30c	\$2.75	\$18.00

POMPON DAHLIAS

	Each	Per Doz.	Per 100
Bobby—Pompon, very finely formed flowers of an attractive shade of plum color.....	\$0.20	\$1.75	\$10.00
Elizabeth—Pompon, color golden yellow edged with brownish red. Fine for cutting.....	.25	2.00	12.00
Fairy Queen—Pompon, sulphur yellow edged pink. Free bloomer, fine for baskets and design work.....	.20	1.75	10.00
Klein Domitea—Pompon, a beautiful autumn shade in great demand for retail stores in general, due to its wonderful use in basket work, table decoration, etc....	.20	1.75	10.00
Madeline—Pompon, pale primrose, edged with rose purple .	.20	1.75	10.00
S. Van Glitter—Pompon, red suffused autumn shade....	.30	2.00	12.00

DAHLIAS UNDER COLOR

	Per Doz.	Per 100
Various shades of red.....	\$1.25	\$ 8.00
Various shades of yellow.....	1.50	10.00
Various shades of purple.....	1.25	8.00
Various shades of pink.....	1.50	10.00
Various whites.....	1.50	10.00
Variegated.....	1.50	10.00
Maroon and dark shades.....	1.25	8.00
Mixed, all colors.....	1.25	7.00

A. MILLER, PRESIDENT

BEN MILLER, VICE-PRES.

J. J. KARINS, VICE-PRES.

A. L. KOEHLER, SEC.-TREAS.

AMERICAN BULB COMPANY

Importers & Growers

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WEST OF BROADWAY

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CHICAGO CABLE ADDRESS 'BULBS'
A.B.C. AND BENTLEY CODES

A. B. C. "Supreme" Quality Gladioli for Forcing

Bulbs are produced under A. B. C. personal supervision, on our contract farms in California, Indiana, Michigan and Iowa, from young healthy corms and we guarantee that none of same have been under crop for cut flowers. Therefore you can be assured of stock that contains full vigor and which has been scientifically treated, after harvest, especially for greenhouse culture.

Mr. A. E. Kunderd, the well known Gladioli specialist of Indiana, and "father," as it were, of some of the most prominent commercial cut flower varieties of Gladioli on the market today, paid a visit to the west market a few days ago, and incidentally in conversation with a representative of the American Bulb Co., mentioned a few conclusions that he had come to in his varied and long experience with regard to forcing Gladioli.

Mr. Kunderd says that one of the reasons why some growers fail in the forcing of Gladioli is because they plant the bulbs in soil that is high in nitrogen. This naturally causes excessive leaf and stem growth at the expense of flowers and bulbs. To offset this condition, Mr. Kunderd suggests the use of a plant food containing a relatively high percentage of potash. This should be applied previous to planting the bulbs.

He further stated, "It is, however, important that in the use of such, a comparatively quick acting potash be obtained. While I do not like to recommend any particular commercial plant food, still it would seem to me that Vigoro (see below) contains the necessary amount of potash in the right form to qualify along this line. It is also a fact that Gladioli in the greenhouse bench must not be allowed at any time during their growth to dry out; neither must they be allowed to obtain 'wet feet' as it were."

We might add to this the fact that success with forcing gladioli means primarily planting bulbs that have been produced from young stock and such as have not been carried on for cut flower production as well as being cured under modern methods.



ALICE TIPLADY

Alice Tiplady — "Prim. Hybrid."
A grand, large "Prim," of most beautiful orange saffron color.

Prices 1½ inch up, per 100 \$2.75,
per 1000, \$22.50, 1¼ inch up, per
100, \$2.40, per 1000, \$19.00.

The newer kinds of
PRIMULINUS HYBRID GLADIOLI are particularly recommended to the grower who merchandises his own product in a retail way. They obtain a real fitness as basket and vase decorative material. Especially such varieties as Alice Tiplady, Primunella, Rose, Luisante, Souvenir and Salmon Beauty (see alphabetically arranged list in this book). They can be forced easily and in a comparatively short period of time—like-wise just as desirable for outdoor culture.

"VIGORO"

The Plant Food That Provides More Profit to the Grower

Vigoro not only supplies the potash needed, but all of the other elements in their right proportions as well. Scientifically balanced and complete, Vigoro provides an economical, practical, and effective way to secure finest results both in the greenhouse and in the field. Leading growers everywhere have found that with Vigoro they can produce more and better flowers at less cost.

Factories convenient to all territories.

Price per 100 lb. bag, \$3.50. (Minimum order 500 lbs.)

For shipment to Rocky Mountain States and West and New England States, prices as below:

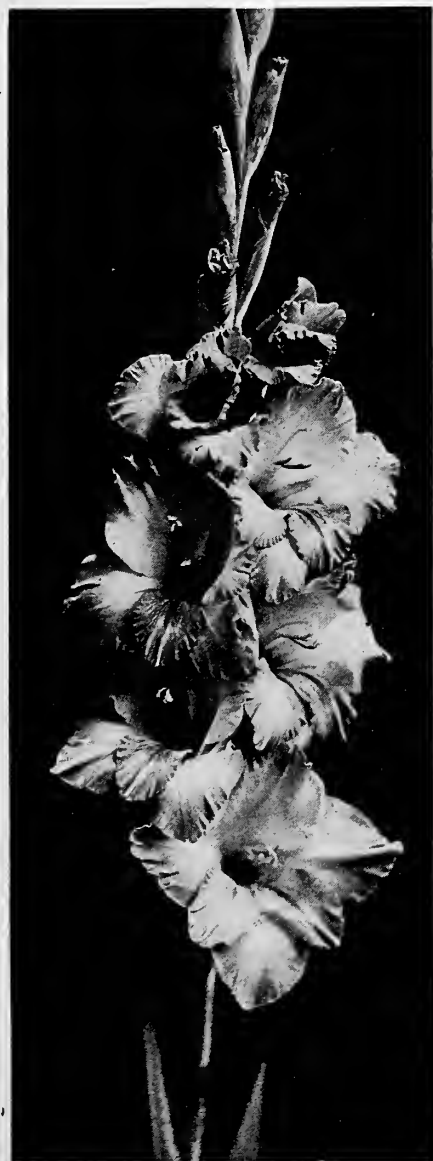
Per 100 lb. bag, \$3.85. (Minimum order 500 lbs.)

All prices f. o. b. Shipping Point.

SPECIAL NOTE: We have issued special circular with regard to use of "VIGORO" in connection with Gladioli culture, free on application.

A. B. C. "Supreme" Quality Gladioli

	First Size 1½-In. Up		Second Size 1¼-In. to 1½-In.	
	Per 100	Per 1000	Per 100	Per 1000
A. B. Kunderd. Tall, large, intensely ruffled flower of delicate pink cream color. Overspread finest flush pink..	\$6.50	\$60.00	\$6.00	\$55.00
America. Color, soft lavender-pink. More flowers are open at one time on the symmetrical spike of this Gladiolus than any other we know of. The standard commercial pink	2.30	18.00	2.00	15.00
Arizona. Rose-pink; dark crimson blotch; grows erect, flowers beautifully placed. Early, good forcer, admired equally as much as Pendleton.	3.00	25.00	2.35	20.00
Alice Tiplady (Prim.). Rich orange; extra fine, a great favorite; about 50 per cent produce two flowers.....	2.75	22.50	2.40	19.00
Albania. Extra fine, pure white, large..	3.50	30.00	3.00	25.00
Anna Eberius. A little different in color from anything on the market. Dark velvety plum rose, throat deeper shade. This is a color combination that florists have been hoping for; it harmonizes well in most all kinds of floral work	3.20	27.00	2.90	24.00



E. J. SHAYLOR

Autumn Queen. Color cream-yellow, upper petals suffused with peach blossom pink; lower petals striped carmine-red; when planted late opens full and wide in autumn.

	First Size 1½-In. Up		Second Size 1¼-In. to 1½-In.	
	Per 100	Per 1000	Per 100	Per 1000
	\$2.70	\$22.00	\$2.50	\$20.00

**E. J.
SHAYLOR**
Illustrated

Opposite
Is an
Exceptional
Cut Flower
Variety
Either
for
Forcing
or
Outdoor
Culture

See
Page 53
for
Description
and Prices

**ANNA
EBERIUS**
Illustrated
Opposite
Is
"A
Somewhat
Different
Gladiolus"
Worth
While
for
Cut
Flowers



ANNA EBERIUS

Early Orders
Should
Prove
Mutually
Advantageous.

	First Size 1½-In. Up		Second Size 1¼-In. to 1½-In.	
	Per 100	Per 1000	Per 100	Per 1000
Baby Pendleton. Smaller than Pendleton and deeper in color. Very fine grower	\$3.50	\$30.00	\$3.00	\$25.00
Baron J. Hulot. The best deep blue; deep violet-blue with many open flowers on tall spike.....	4.50	40.00	4.00	35.00
Best Violet. Dark velvety violet, strong grower	3.50	30.00	3.00	25.00
Butter Boy. Clear yellow primulinus, like Souvenir	3.00	25.00	2.50	20.00
Brilliant (New). Very beautiful European introduction. Early. Bright red	5.00	45.00	4.50	40.00
Battle Creek. An attractive, almost self-colored deep violet, a little deeper in throat. Good size and many open at a time. A showy flower.....	5.00	4.50
Buckeye. Very large, massive bloom of fine rose-pink color with tint of old-rose at edge of petals. A beautiful, large rose-red throat. Very good	5.00	4.50
Brenchleyensis. Bright red. Tall grower of a striking red color, a choice cut flower and ideal for landscape work..	2.70	22.00	2.50	20.00
Blue Bird. Improved Baron J. Hulot. Beautiful dark blue similar to Hulot but larger flower	4.50	40.00	4.00	35.00
Byron L. Smith. Lavender on white ground; exceptional for cut flowers..	4.50	40.00	4.00	35.00
Carmen Sylva. Wonderful large white	4.00	35.00	3.70	32.00

Los Angeles is an Exceptionally Good Forcing Variety



HELGA

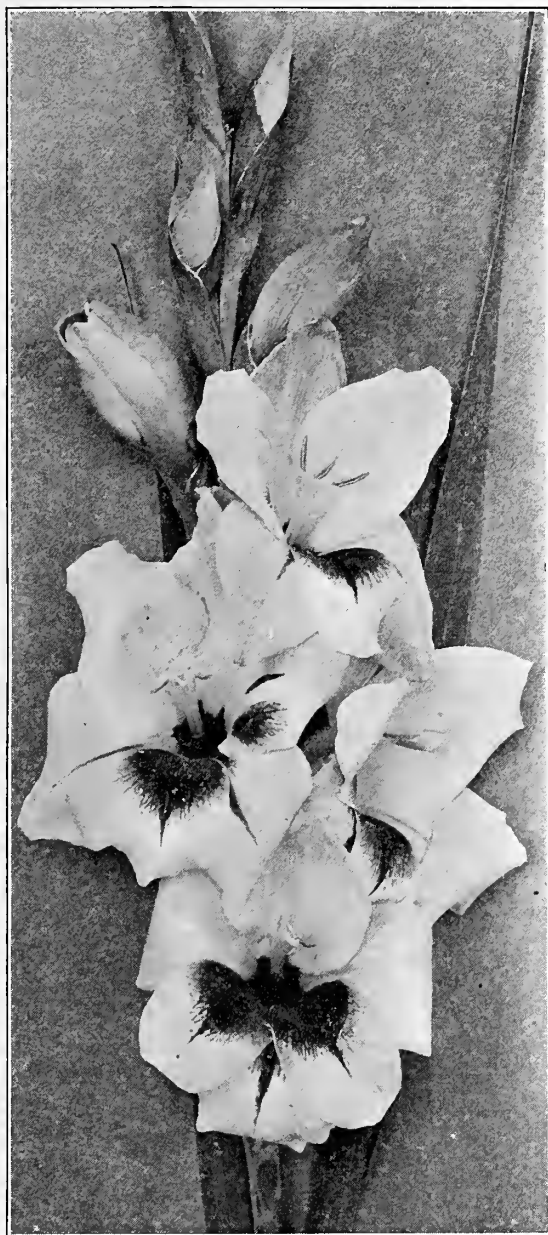
	First Size 1½-In. Up	Second Size 1½-In. to 1¾-In.
Per 100	Per 1000	Per 100 Per 1000

Chicago White. A fine white variety with lavender stripes on lower petals. From seven to eight flowers open at one time. Good forcer, one of the best whites	\$2.30	\$18.00	\$2.10	\$16.00
Chicago Lavender (Kunderd Seedling). Color somewhat darker than Herada. Good forcer, strong grower. Many flowers open at once. We control entire stock	5.00	45.00	4.50	40.00
Dorothy McKibben. A very fine apple-blossom pink	4.50	40.00	4.00	35.00
Dr. Bennett. One of the best brilliant peach reds; large flower.....	10.00	8.00

A. B. C. "Supreme" Quality Gladioli

	First Size 1½-in. up	Second Size 1¾-1½-in.
Per 100	Per 1000	Per 100 Per 1000

Dr. Norton. The finest cream and pink; the sensation amongst the newer Gladioli shown at the American Gladiolus Society's show, and awarded the highest honors; a variety that is really in a class by itself; exceptionally fine for cut flowers.....	\$4.00	\$35.00	\$3.70	\$32.00
Duchess of York. A seedling of the well known Baron J. Hulot, has the same habit but the flowers are much larger and of a more beautiful purple-blue color. We think very highly of this grand variety.....	4.00	35.00	3.50	30.00
Dr. W. Van Fleet. Extra tall and slender plant, flowers of remarkable form and large size. A magnificent shade of delicate rose-pink, deeper at edges of all petals. Throat of softest canary-yellow or cream tint beautifully blended. A very extra variety equal to Mrs. Dr. Norton.....	5.50	50.00	5.00	45.00
Edith Cavell. White with lavender stripe in throat.....	3.50	30.00	3.00	25.00
Elizabeth Tabor. Delicate rosy-pink on white ground, lower ones bearing a rich, dark crimson blotch.....	5.50	50.00	5.00	45.00
Early Sunrise. Large-flowering Gladiolus; salmon-red; a favorite for indoor forcing in California and much thought of in the Chicago Market....	4.20	37.00	3.90	34.00
E. J. Shaylor (See page 53).....	3.10	26.00	2.70	22.00
Evelyn Kirtland. The color is a beautiful shade of rosy pink, shading to light pink toward the center, with brilliant blotches of scarlet on lower petals. The whole flower overlaid with a glistening lustre that serves to harmonize the varied coloring.....	3.70	32.00	3.30	28.00
Fern Kyle. Creamy white, large, heavily ruffled flowers, long stem with many flowers open at one time.....	8.50	80.00	7.50	70.00
Fire Ribbon. Tall, with many blooms open at a time. The spike is a long fiery band of glowing red. Exceedingly rich and strikingly showy....	4.50	4.00
Flaming Sword. Earliest of all reds, tinted salmon. A variety that is coming to the front very fast, of brilliant red color, opens well and comes into flower very early. We can recommend this sort very highly.....	5.50	50.00	5.00	45.00
Flaming Vale. Very tall; long spikes with large, deep, cardinal-red flowers. Throat a little deeper. Pure self-color effect. Very good.....	4.50	4.00
Flora. Beautiful golden yellow; large flowers. A very strong grower. We consider this wonderful variety much superior to Schwaben.....	4.50	40.00	4.10	36.00
Gold Drop. Beautiful clear canary yellow, early forcer	5.50	50.00	5.00	45.00
Golden Measure. Golden yellow, extra large flowers on a tall spike; the largest and best yellow.....	6.00	55.00	5.50	50.00
Gov. Hanley. Tall, showy. Early. Rich cardinal-red with deep throat; a first-class bedding and cut flower variety	3.50	30.00	3.00	25.00
Giant Nymph. Very large light pink with creamy throat; one of the finest varieties on strong stem.....	5.00	45.00	4.50	40.00
Glory of Teuch. Large beautiful yellow. Many flowers open at one time	4.00	35.00	3.50	30.00
Gretchen Zang. The blooms are of pink, blending into 'scarlet on lower petals, a color much wanted.....	3.70	32.00	3.30	28.00
Golden Dream. A very fine, deep, pure yellow, by far the best; very strong and vigorous grower.....	50.00



MRS. FRANK PENDLETON

The variety that popularized Gladioli as a cut-flower.

E. J. SHAYLOR

(See Illustration on Previous Page)

A beautiful deep rose-pink; slightly ruffled; has created the greatest sensation during the past years, wherever shown. 1½ in. up per 100, \$3.10; per 1000, \$26.00; 1¼-1½ in., per 100, \$2.70; per 1000, \$22.00.

	First Size 1½-in. up		Second Size 1¼-1½-in.	
	Per 100	Per 1000	Per 100	Per 1000
Goshen. A fine Pendleton seedling of medium deep silvery rose-pink color.				
Large, showy	\$4.50	\$4.00
General Joffre. Scarlet red slightly mottled deeper scarlet; earlier than exceptional red variety War.....	3.20	\$27.00	2.90	\$24.00

Primulinus Hybrids are Desirable for Basket Decorative Work

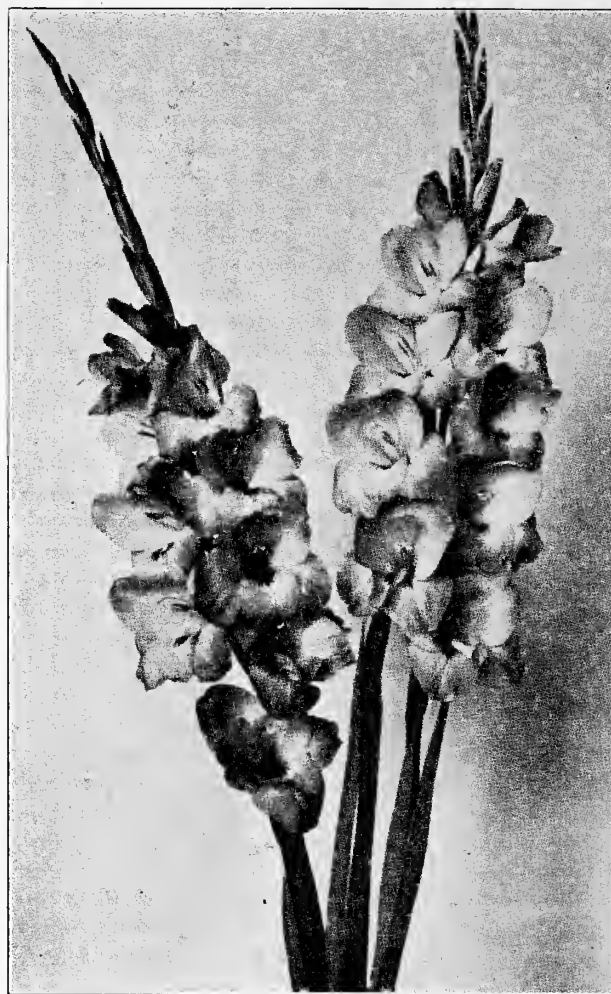
A. B. C. "Supreme" Quality Gladioli

	First Size 1½-in. up		Second Size 1¼-1½-in.	
	Per 100	Per 1000	Per 100	Per 1000
Halley. A most attractive early blooming sort, with large, well-opened flowers of delicate salmon-pink; flowers well placed on long, graceful spikes; a most beautiful variety. Early, good forcer	\$2.55	\$20.50	\$2.30	\$18.00
Helen Franklin. Pure white with violet stripes on lower petals; slightly ruffled; a great favorite in New England; admired wherever exhibited; good forcer	3.50	30.00	3.10	26.00
Henry Ford. Very dark rhodamine purple color very similar to Anna Eberius but clearer and not flaked as much	6.50	60.00	6.00	55.00
Highland Laddie. Large, massive and beautiful pink of a decided and pleasing shade. A very choice kind and a rapid multiplier	5.00	4.50
Helga. Fine salmon rose. Deeper rose and cream on white ground. Unusually graceful spike, tall and handsome plant	5.30	48.00	5.00	45.00
Herada. Pure mauve with deeper markings on throat and on lower petals. In great demand as a cut flower.....	3.30	28.00	3.00	25.00
Ida Van. Orange-red of brilliant tint; flowers large and wide open; six to eight out at one time; spike straight and strong; showy, attractive and beautiful	3.00	25.00	2.50	20.00
Indian Maid. Tall plant and fine stem. Flowers of beautiful peach-blossom pink with beautiful deeper throat. Very choice and distinct.....	5.00	4.50
Jewell. Tall, pink, primulinus, having clear yellow throat.....	4.00	35.00	3.50	30.00
Joe Coleman. One of the best sellers on Chicago market. Very large and vigorous; rich red, one of the finest ruffled varieties.....	3.70	32.00	3.30	28.00
J. J. Mitchell. Very tall, graceful spike and plant. Large blooms of fine salmon rose-pink. Finely marked throat	5.00	4.50
Kitty Grullemans (Prim.). Large ruffled flowers, light yellow, edge of petals soft orange.....	4.50	40.00	4.00	35.00
L'Immaculee. Pure white, long spike of many flowers open at one time; very early; one of the best of the white varieties	3.50	30.00	3.00	25.00
Le Marechal Foch. Beautiful shade of light pink; flowers twice as large as America; one of the earliest, blooms the same time as Halley and Wilbrinck; a Holland production.....	2.50	20.00	2.20	17.00
Lily White. An extremely fine novelty; early, pure white flower; rapid multiplier	3.30	28.00	3.00	25.00
Lilac Wonder. Pure light lavender in color; tall, straight spike; flowers large with perfect placement.....	5.50	5.00
Lustre. Tall, large flowered orange-vermilion. Grand and beautiful.....	4.50	4.00
Louise. Wherever shown meets with favor; distinct in form; clear, pure lavender; a blotch of velvet red towards center; resembles the orchids grown by leading florists; this is one variety that differs from all others; big flower; free grower.....	4.00	35.00	3.70	32.00
Lena Graetz. Very meritorious as a cut flower, almost pure white.....	3.35	30.00	2.85	25.00
Los Angeles. Salmon pink, large early. Many flowers open at a time on long sturdy stem.....	5.00	45.00	4.50	40.00

One of the Exceptionally Good Kinds for Forcing

A. B. C. "Supreme" Quality Gladioli

	First Size 1½-in. up		Second Size 1¼-1½-in.	
	Per 100	Per 1000	Per 100	Per 1000
Maiden's Blush (Hybrid). Exquisite bluish-pink; flowers finely formed on long straight stems; free flowering; about 50 per cent produce two flowers.	\$2.50	\$20.00	\$2.20	\$17.00
Mary Pickford . Delicate creamy white, throat of finest sulphur yellow.....	4.00	35.00	3.50	30.00
Myrtle . The most beautiful pink yet introduced; clearest dainty ruffled rose-pink, softly dissolving into a throat of clear creamy white; early flowering; distinctive in form and color and of good size; Myrtle stands among the elite of "Wizard" Kunderd's many exquisite productions...	4.00	35.00	3.50	30.00
Mrs. Geo. W. Moulton . A giant, violet-red or cerise. Many open. Nicely placed on spike. An occasional blossom comes double. This variety was awarded first prize for the best rose colored gladiolus with markings at A. G. S. show, 1926.....	4.00	3.50
Maine . White lower lip faintly suffused pale yellow with delicate mallow purple etching deep in throat.....	6.50	60.00	6.00	55.00
Ming Toy . Very beautiful buff flower with yellow throat.....	4.00	35.00	3.50	30.00
Mrs. Leon Douglas . Ground color begonia-rose striped with flame and brilliant scarlet, lip pale lemon slightly speckled with ruby.....	8.00	7.00
Marechal Foch . A very fine large ruffled pink	5.50	50.00	5.00	45.00
Midsummer Dream . Large beautiful geranium red	4.00	3.50
Muriel . Beautiful light blue with small dark violet spot in throat.....	5.50	5.00
Mrs. J. R. Walsh . Heavily ruffled, flesh-pink, lower petals of flame shading into dark ruby at throat.....	5.00	4.50
Mrs. Francis King . Could we grow but a few varieties, Mrs. Francis King would be one of them; a beautiful "besnard shade" of flame-pink; flowers of giant size on a spike growing four feet high, with from 18 to 20 flowers, six to eight open at one time; a magnificent variety.....	2.70	22.00	2.40	19.00
Mrs. F. C. Peters . The blooms of this new variety are extra large, of a rich, rosy lavender, with a patch of bright crimson on lower petals. More beautiful than Mrs. Frank Pendleton and declared by experts to be the "last word" in the newest introduction of Gladioli	4.30	38.00	4.00	35.00
Mrs. H. E. Bothin . Flesh salmon-pink, flame scarlet center. A large show flower. As a cut flower variety this is second to none and we predict that it will, before a long time, become as popular as that great favorite, Mrs. Frank Pendleton	3.70	32.00	3.50	30.00
Mrs. Frank Pendleton . The sensational beauty, winner of awards and prizes everywhere; the petals show beautiful rose-pink on a pure white ground, contrasting in a most striking way with the deep, rich, velvety blood-red blotch on the lower petals; as showy as an orchid; the most perfect and delicate coloring is produced when spikes are cut and carried indoors as soon as the first blossoms open; no grander variety in existence.	3.00	24.00	2.50	20.00
Merton W. Wentworth (Plain Petaled). Outer petals delicate pink, shading to Marechal Niel yellow. Back of petals show a tint of very delicate lavender. Lower petals blotched.....	3.50	30.00	3.00	25.00



MRS. F. C. PETERS

One of the recent introductions that have become extremely popular for cut-flowers.

	First Size 1½-in. up		Second Size 1¼-1½-in.	
	Per 100	Per 1000	Per 100	Per 1000
Mona Lisa . A Kunderd introduction. Strong plant. Many flowers open at a time. Of palest soft rose or blushed white. A magnificent almost pure self color. Gorgeous	3.50	30.00	3.10	26.00
Myra (Hybrid). Large flowering; deep salmon, yellow throated; early, good forcer	2.50	20.00	2.30	18.00
Niagara . A light crocus or primrose yellow, slightly tinted, with rose-pink in throat; large open flowers on a strong spike; for color, texture and keeping qualities this Gladiolus is one of the very best.....	3.60	32.00	3.35	30.00
Odin . A sport of Prince of Wales; salmon color with dark blotches; early good forcer	3.50	30.00	3.00	25.00
Orange Brilliant (Prim.). Beautiful orange; extra	3.50	30.00	3.00	25.00
Orange Queen . This variety originated by the famous German horticulturist, W. Pfitzer. Has been accepted by the most critical Glad lovers of America, and the finest of his recent introductions. We sent this Glad to California and it was accepted by the exclusive stores like no other variety in recent years. It is an early bloomer, good grower, and color copper orange	6.50	60.00	6.00	55.00



RUTH HUNTINGTON

	First Size 1½-in. up		Second Size 1¼-1½-in.	
	Per 100	Per 1000	Per 100	Per 1000

Orange Glory. Ruffled, peach-red suffused scarlet	\$7.00	\$65.00	\$6.50	\$60.00
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Orange Glow. Very tall, showy spikes with glowing orange-salmon flowers. Exceptionally distinct and striking...	5.00	4.50
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Peach Rose. An extra choice and distinct deep rose-pink of remarkable color and appearance. A variety universally loved; flowers sell at sight; you have it once you will never do without it. A Kunderd introduction. Was awarded First Class Certificate of Merit by Mass. Horticultural Society, Summer of 1919.....	6.50	60.00	6.00	55.00
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A. B. C. "Supreme" Quality Gladioli

	First Size 1½-in. up		Second Size 1¼-1½-in.	
	Per 100	Per 1000	Per 100	Per 1000
Peace. Giant white flowers with lilac feathering in throat of two of the petals; flowers correctly placed on a tall, graceful spike	\$3.00	\$25.00	\$2.50	\$20.00
Prince of Wales. Delicate salmon-pink; very large flowers; award of merit first-class certificate at Harlem and London; good forcer; very popular	3.00	25.00	2.70	22.00
Panama. The companion to America, which has become very popular. A perfect Hermosa pink in color, with wide open, wax-like flowers; one of the best of the clear pinks; many awards	3.00	25.00	2.70	22.00
Pink Perfection. Showy, bright pink, large	3.90	34.00	3.70	32.00
Primunella (Prim.). A grand ruffled butterfly, orchid-like flower. Orange-saffron color. Beautiful.....	4.50	40.00	4.00	35.00
Purple Spot. Large, violet-red with very conspicuous dark blotches. Early, showy	5.00	4.50
Rose 1910. Early, rose-pink; very desirable cut flower.....	2.70	22.00	2.40	19.00
Rose Pearl. A beautiful pink sport of Halley; superior to Wilbrinck.....	3.30	28.00	3.10	26.00
Rose Precose. European introduction. Beautiful salmon rose, slightly ruffled. Many well placed flowers open at a time, on long, straight, sturdy stems..	5.00	45.00	4.50	40.00
Rose Ash. Ashes of roses, a decidedly new color which has attracted much attention	5.00	45.00	4.50	40.00
Rose Luisante. Shell pink, cream throat	4.00	35.00	3.10	26.00
Rose Glory. Purest rose-pink, deeper in throat; ruffled.....	3.30	28.00	3.10	26.00
Rosella. Delicate rose mauve stained purple and white.....	3.30	28.00	2.90	24.00
Rubini (new). Glowing salmon scarlet with lighter throat; very early large flower	5.00	45.00	4.50	40.00
Ruth Huntington. Beautiful violet lilac with deeper lilac markings on lower petals. Large, strong plant with tall, fine spikes. A general favorite.....	6.50	60.00	6.00	55.00
Richard Diener. A beautiful large flower of geranium pink color; tall, strong grower	8.00	7.00
Rosy Glow. Giant plant, massive flower of fine rose-pink on white ground; very beautiful.....	4.50	4.00
Red Copper. Large flowers, deep salmon-rose, heavily flaked blue. Lower petals red, white and yellow, lined and penciled with blue. A choice, fancy color	4.00	3.50
Romance. Orange salmon rose, red and yellow throat	5.00	4.50
Remembrance. Deep rose with throat of carmine. Ruffled. Similar to E. J. Shaylor but larger flower.....	4.00	35.00	3.50	30.00
Scarlano. Finely ruffled bright red, a very distinct and beautiful variety...	4.00	35.00	3.50	30.00
Schwaben. The strongest growing and largest of all Gladioli of yellow color; a clear citron yellow with aster-purple tongue on lower petals.....	3.20	27.00	2.90	24.00

Ruth Huntington is One of the Newer Outstanding Cut Flower Kinds

A. B. C. "Supreme" Quality Gladioli

First Size		Second Size	
1½-in. up	1¾-1½-in.	1½-in. up	1¾-1½-in.
Per 100	Per 1000	Per 100	Per 1000

Salmon Beauty (Prim.). One of Kunderd's best introductions. Salmon Beauty was awarded the first-class certificate of merit by the Massachusetts Horticultural Society, in the summer of 1919. Early; good forcer.... \$3.50 \$30.00 \$3.10 \$26.00

Souvenir. Most superb deep yellow self. Tall-stemmed, large hooded flowers facing forward, 4 to 6 open at the same time. Flowers ship and keep exceptionally well. Early 4.00 35.00 3.70 32.00

Scarlet Glory. In plant and flower much like "Kunderdii Glory," but not so deeply ruffled. A very fine red, black. A fine, rich, distinct sort.... 5.00 4.50

Splendorra. Splendid, very dark wine-black. A fine, rich, distinct sort.... 5.00 4.50

Sunbeam. Fine golden yellow; lasting flower 4.00 35.00 3.50 30.00

Snow Boy. Tall and stately; pure white. Many flowers open at a time. Often has only one beautiful blotch on lower petal. Large flower of finest form. Beautiful 5.00 4.50

Tempa. Pink ground. Old rose, bronzy lavender throat. Distinct and fine. A popular variety at the A. G. S. show, Rochester, Aug., 1925 4.50 4.00

Tyrian Beauty. A beautiful large flower near American Beauty rose color. Grand. Awarded first prize for best gladioli at Midwestern Glad. Show, Des Moines, Iowa, 1925. Kunderd introduction 5.50 50.00 5.00 45.00

Uhlan Chief. Flower of most intense brilliant vermilion-scarlet. Lower petals deeper color and beautiful, dark feathered. A magnificent red..... 4.50 4.00

Vesta Tilly. Blush pink, small lilac blotch. This valuable variety must be seen to be appreciated. We suggest that you include at least a nominal number in your order..... 3.70 32.00 3.50 30.00

Violet Beauty. Tall, large, cerise-violet. Red throat blotches. Very remarkable. A cut flower favorite. Early forcer... 6.50 60.00 6.00 55.00



TYRIAN BEAUTY



VIRGINIA The Forcing Gladiolus Par Excellence

First Size		Second Size	
1½-in. up	1¾-1½-in.	1½-in. up	1¾-1½-in.
Per 100	Per 1000	Per 100	Per 1000

Youell's Favorite. One of Henry Youell's (Sec'y Am. Gladiolus Society) favorites among our ruffled varieties. Large flower and plant. Striking rosy lavender-pink. Conspicuous and fine..\$5.00 \$4.50

VIRGINIA (Scarlet Princeps)

(See illustration.) Won first prize at the American Gladiolus Show, Rochester, N. Y., Aug., 1925, also winner of many other awards. 1½-in. up, per 100, \$4.00; per 1000, \$35.00; 1¾-in. up, per 100, \$3.50; per 1000, \$30.00.

First Size		Second Size	
1½-in. up	1¾-1½-in.	1½-in. up	1¾-1½-in.
Per 100	Per 1000	Per 100	Per 1000

War. Deep blood-red, shaded crimson-black; very tall and conspicuous; the best Gladiolus of this beautiful shade of red; try it.....\$3.70 \$32.00 \$3.50 \$30.00

Wilbrinck. A sport of Halley; retains Halley's earliness and has the color of America; soft yellow blotch on lower petals 2.70 22.00 2.50 20.00

Souvenir Has Made a Name for Itself as an Exceptional Yellow Variety

SPECIAL MIXTURES

Standard Mixed. This mixture is made up of good standard sorts in a big variety and should not be confused with the mixtures of culls and discarded kinds offered in many places..... 2.30 \$18.00 2.00 \$15.00

Kunderd's Glory Mixture. The par excellence of Gladiolus mixtures 3.00 25.00 2.50 20.00

Large Flowering Primulinus Hybrids Mixed. These hybrids, gained by crossing the species of Primulinus with the larger varieties of the Gandavensis type 2.30 18.00 2.00 15.00

Tyrian Beauty (Illustrated Above) Is One of the Newer Varieties That We Believe Has a Real Future From a Cut Flower Standpoint, "Virginia" Also Illustrated Above Is Today the Forcing Variety Par Excellence

LILIES FROM 1928 CROP From Cold Storage

A.B.C. "SUPREME" Quality

LILIUM GIGANTEUM—A. B. C. "Mountain Grown"

This selected "Mountain Grown" Giganteum has resulted in A. B. C. becoming recognized as "Lily Headquarters." Especially recommended for Easter blooming.

Size	Per 100	Per Case
6 to 8-inch, case of 400 bulbs.....	\$ 7.00	\$22.00
7 to 9-inch, case of 300 bulbs.....	10.00	25.00
8 to 9-inch, case of 250 bulbs.....	12.00	27.00
8 to 10-inch, case of 225 bulbs.....	13.00	27.00
9 to 10-inch, case of 200 bulbs.....	16.00	29.00
9 to 11-inch, case of 180 bulbs.....	30.00
10 to 11-inch, case of 150 bulbs.....	30.00

GIGANTEUM AUSTRALIS—A Strain of Giganteum

Has "made good" for early flowering. We consider this strain "worth while."

Size	Per 100	Per Case
7 to 9-inch, case of 300 bulbs.....	\$11.00	\$28.00
8 to 9-inch, case of 250 bulbs.....	14.00	29.00
8 to 10-inch, case of 225 bulbs.....	15.00	31.00
9 to 10-inch, case of 200 bulbs.....	18.00	33.00

LILIUM MULTIFLORUM

A desirable type and comparable to "Ebaru." However, this variety produces more or less variation as to height of plants while "Ebaru" is practically "fixed."

Size	Per 100	Per Case
7 to 9-inch, case of 300 bulbs.....	\$10.00	\$25.00
10 to 11-inch, case of 150 bulbs.....	22.00	28.00
11 to 13-inch, case of 120 bulbs.....	28.00
12 to 13-inch, case of 100 bulbs.....	28.00
13 to 15-inch, case of 70 bulbs.....	28.00

LILIUM SPECIOSUM MAGNIFICUM—Improved Rubrum

WHITE GROUND, PINK SPOTTED.

Size	Price Per 100	Price Per Standard Full Size Case
7 to 9-inch, 220 to case.....	\$13.00	\$24.00
8 to 9-inch, 200 to case.....	14.00	24.00
8 to 10-inch, 170 to case.....	16.00	24.00
9 to 10-inch, 150 to case.....	18.00	25.00
9 to 11-inch, 130 to case.....	22.00	25.00
10 to 11-inch, 120 to case.....	23.00	25.00
11 to 13-inch, 90 to case.....	26.00

LILIUM AURATUM—Gold Banded Lily of Japan

Cream, spotted chocolate-red with gold band through center of each petal.

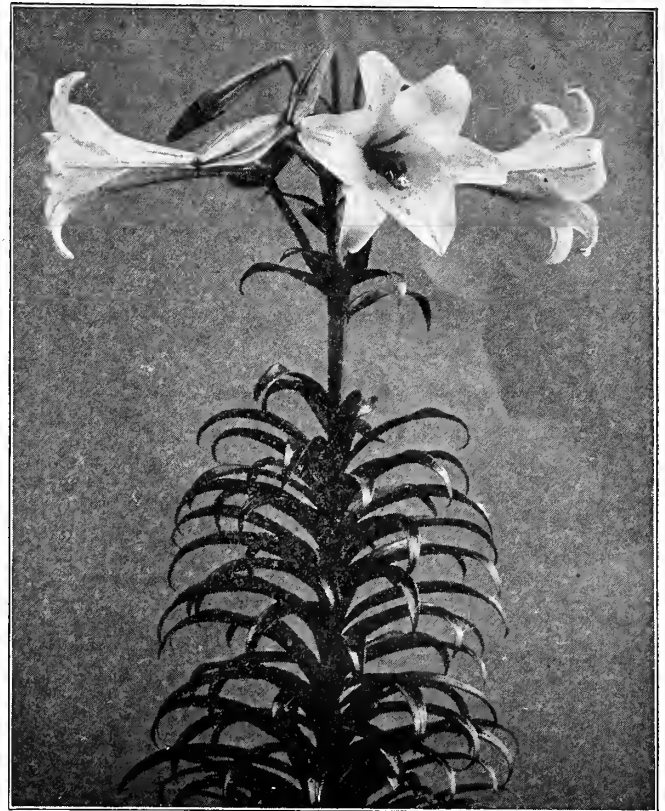
Size	Price Per 100	Price Per Standard Full Size Case
8 to 9-inch, 170 to case.....	\$14.00	\$20.00
8 to 10-inch, 150 to case.....	16.00	20.00
9 to 10-inch, 120 to case.....	18.00	20.00
9 to 11-inch, 100 to case.....	20.00
10 to 11-inch, 90 to case.....	22.00
11 to 15-inch, 70 to case.....	25.00

LILIUM AURATUM—Platyphyllum

Size	Price Per 100	Price Per Standard Full Size Case
8 to 10-inch, 150 to case.....	\$19.00	\$26.00
9 to 10-inch, 120 to case.....	23.00	26.00
10 to 11-inch, 90 to case.....	28.00

LILIUM SPECIOSUM ALBUM—White

Size	Price Per 100	Price Per Standard Full Size Case
8 to 9-inch, 200 to case.....	\$30.00	\$55.00
8 to 10-inch, 170 to case.....	38.00	60.00
25 bulbs priced at 100 rate, less than 25 bulbs invoiced at 20 per cent advance over 100 prices.		



LILIUM GIGANTEUM. Mountain Grown

General list of Hardy Lilies. Note: We do not supply a less number than 12 of a variety of Lilies offered on this page.

Batemanniae. Apricot shaded. \$2.50 per dozen; \$18.00 per 100.
Canadense. Bell shaped blossoms which vary in red and yellow colors. Three to five feet high. \$1.50 per dozen; \$10.00 per 100.

Hansoni. Attains height of three to five feet. Reflexed blossoms two inches across, petals bright orange-yellow, faintly spotted brown, eight to twelve in a cluster, flowering in June or early July. \$9.00 per dozen; \$60.00 per 100.

Henryii. Orange colored. \$3.50 per dozen; 8 to 9-inch, \$25.00 per 100; 9 to 10-inch, \$5.00 per dozen; \$35.00 per 100.

Krameri. Pink flowered, \$2.00 per dozen; \$12.00 per 100.

Pardalinum (Leopard Lily). Rich scarlet and yellow flowers, spotted with rich brown. Robust and free-flowering. \$2.50 per dozen; \$16.00 per 100.

Rubellum. Beautiful rose shade, \$2.50 per dozen; \$15.00 per 100.

Elegans (Leonard Joerg). Rich apricot spotted. Very fine. \$2.25 per dozen; \$15.00 per 100.

Superbum. Three to six feet high, flowers from five to forty, nodding, brilliant orange-red. Blooms in July. \$2.00 per dozen; \$12.00 per 100.

Regale (See next page).

LILIUM CANDIDUM

(READY AUGUST-SEPTEMBER)

LILIUM TIGRINUM SPLENDENS

The old-fashioned "Tiger Lily." Florists are again taking up the cultivation of this showy, bright orange Lily with black spots. Blooms freely outdoors in midsummer and provides showy material for window decoration, basket work etc.

Size	Full Size Case Price Per Standard	Per 100 Price
7 to 9-inch, 225 bulbs to case.....	\$24.00	\$12.00
8 to 9-inch, 200 bulbs to case.....	24.00	13.00
8 to 10-inch, 170 bulbs to case.....	24.00	15.00
9 to 10-inch, 150 bulbs to case.....	24.00
12 to 13-inch, 70 bulbs to case.....	24.00
13 to 14-inch, 50 bulbs to case.....	24.00
14 to 16-inch, 40 bulbs to case.....	24.00
We supply 25 bulbs at 100 rate where so ordered.		
Lilium Tigrinum. Double flowered. Per 100.....	\$14.00

N. B.—ALL PRICES QUOTED FOR LILY BULBS SUBJECT TO CHANGE WITHOUT NOTICE

A. B. C. LILY HEADQUARTERS

A. B. C. IMPROVED "ERABU"

The Most Valuable Florists' Lily Introduced to the Trade in the Past Twenty-five Years

LILIUM "ERABU"

(See Illustration Opposite)

Introduced to America by A. B. C. in the year 1919. Especially recommended to growers who are required to carry Lily plants under comparatively cool temperatures for Easter bloom.

(Erabu Grown, none genuine unless certificate vised by Japanese government accompanies each case.)

LILIUM ERABU (From Cold Storage)

True type, introduced by us in 1919. Exhibited at Detroit in 1919.

	Per 100	Per Case
9 to 10-inch, 200 to a case.....	\$13.00	\$22.00
9 to 11-inch, 180 to a case.....	15.00	22.00
11 to 13-inch, 120 to a case.....		24.00

LILIUM HARRISII

(BERMUDA GROWN)

This Lily is again popular and being planted extensively for early bloom—bulbs planted in August usually bloom in January. For Easter plant October-November. We offer bulbs from growers who are painstaking in supplying true type and from selected fields.

6-7—335 to a case.....	} MARKET PRICE
7-9—200 to a case.....	
9-11—100 to a case.....	

THE REGALE LILY

J. Horace McFarland, Noted Horticulturist,
Writes in "Breeze Hill News"

LILIES, LILIES, LILIES!

All gardeners have suddenly begun to be interested in lilies. Just what started renewed attention to this great and neglected family it would be hard to determine. Possibly it was the advent of the true REGALE LILY which resulted from one of Mr. E. H. Wilson's productive journeys to Western China.

"FRITZ BAHR ADDS A WORD"

"This sweet scented, graceful Lily is especially well adapted for basket work and for mixing with other flowers in an arrangement; its slender stems render it charming in a floral spray. Get acquainted with Lilium Regale by flowering a few next season."

Prices of Regale Lilies True Northern Grown

The flowers are white, slightly suffused with pink, with a beautiful shade of canary yellow at the center, blending out part way up the trumpet the fragrance is fascinating.

First size, about 1 inch to 1½ inches diameter.

Per Doz., \$3.50 Per 100, \$25.00

Select size, about 1½ inch diameter.

Per Doz., \$4.50 Per 100, \$35.00

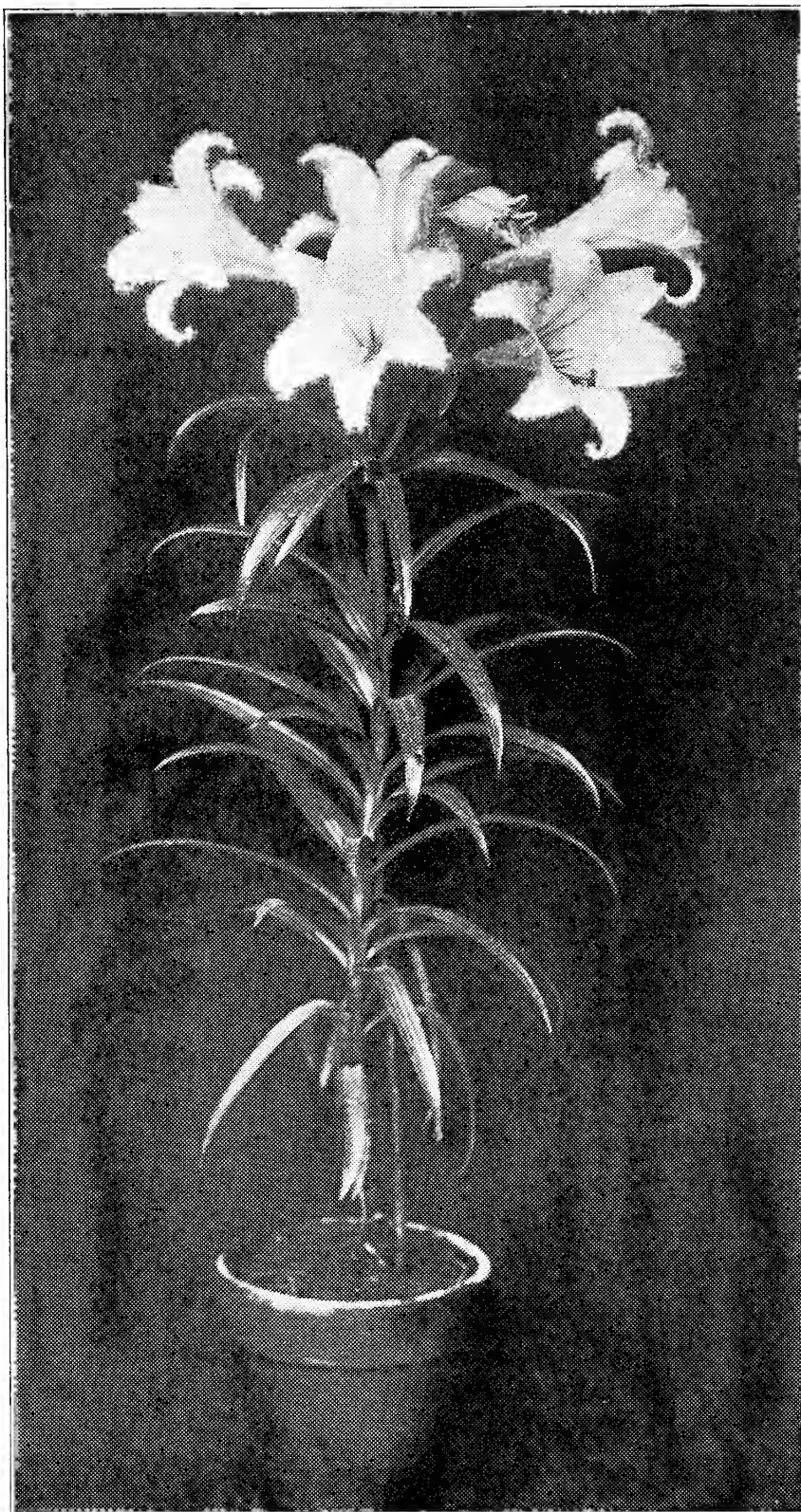
Mammoth size, about 2 inches diameter. (Supply limited.)

Per Doz., \$7.00 Per 100, \$50.00

25 of Any Size Offered Above at 100 Rate

Our Supply of
Regale Lilies Is
From Bulbous
Stock, Not Seeds

There's a difference in your favor,
namely, the type
is true.



LILIUM ERABU A. B. C. IMPROVED STRAIN

Each case of A. B. C. Erabu Lilies contains government certificates, insuring you of trueness of type and healthfulness of bulbs. Erabu is particularly recommend to growers who are required to carry Lily plants under comparatively cool temperature for Easter bloom. Recommended for planting in the South where heat control does not always obtain.

N. B.—ALL PRICES QUOTED FOR LILY BULBS SUBJECT TO CHANGE WITHOUT NOTICE
A. B. C. LILY HEADQUARTERS



CALCEOLARIA, PINK BEAUTY

Above illustration is of 7-inch plant photographed May 2nd, 1927

CALCEOLARIAS

Profitable Pot Plants for Mothers' Day and Spring Sales

"PINK BEAUTY" IS THE BEST CALCEOLARIA EVER PUT ON THE MARKET — SELLS AT SIGHT.

2¼-inch Pink Beauty (dark pink color like a strawberry when ripe), Stewartii (chrome yellow), Lymanii (dark orange) and Medfordii (cinnamon red), Little Gem (yellow, small flowered), \$30.00 per 100; \$275.00 per 1000. Hybrids, per 100, \$12.00.

All plants guaranteed clean and extra good.

Place your order now, for shipment from September on. All orders filled in rotation as received.

BEGONIA MELIOR

Produced by a specialist grower; quality exceptional. 2¼-inch, per 100.....\$35.00
May-June-July Delivery

PRIMULA OBCONICA

	Per 100	Per 1000
"M and M" Strain. (See description in alphabetically arranged flower seed pages.) Rose or red, 2¼-inch. (July-August delivery.)	\$7.00	\$65.00

FUSCHIAS

	Per 100	Per 1000
Little Beauty, 2¼-inch. (January delivery.)		\$10.00

CYCLAMEN

	Per 100	Per 1000
True Fischer Strain, 4-inch.		\$35.00
5-inch		52.50

Smaller sizes and seedlings offered in season.

Grown by a Specialist

CARNATIONS

Rooted Cuttings

Secured from growers in the "Know How" of sending them out, to the end that "the other fellow" will be satisfied.

SHIPMENT DIRECT FROM GROWING STATIONS

	Per 100	Per 1000		Per 100	Per 1000
Arctic. White	\$ 6.00	\$ 50.00	Maine Sunshnic. Yellow.....	\$12.50	\$120.00
Betty Lou. Pink.....	6.00	50.00	Morning Glow	5.00	45.00
Dorner's Surprise. Pink.....	10.00	90.00	Pink Abundance	15.00	125.00
Early Dawn. Yellow variegated.....	10.00	Pink Eldora	8.00	75.00
Early Rose	10.00	90.00	Sceptre	10.00	90.00
Fairy Queen. Lge. Fl., flesh pink.....	10.00	Senator. White	15.00	125.00
Golden Glow. Yellow.....	6.50	60.00	Sophelia. Dark pink.....	10.00	90.00
Harvester. White	4.00	35.00	Spectrum. Red	6.50	60.00
Hilda. Variegated	8.00	75.00	Super Supreme	6.00	50.00
Ivory. White	6.50	60.00	White Eldora	10.00
Jewell	6.00	50.00	White Enchantress	6.00	50.00
Laddie. Pink	12.00	100.00	White Matchless	5.00	45.00
			Winsome	6.00	50.00

Mr. W. A. Rowe of Rowe Floral Company, Kirkwood, Mo., and who is considered an authority on carnations as well as an extensive grower of same, says of the new variety:

"SENATOR"

"We recommend this variety very, very highly as being the best white we have ever seen, being a very free bloomer, good stem and keeping qualities, carrying a flower considerably larger than Matchless and almost free from splits."

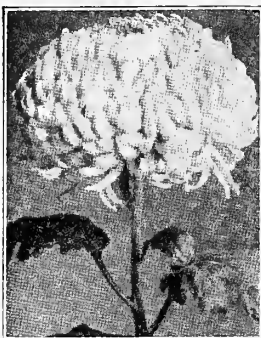
CHRYSANTHEMUM "EILEEN MASSON"

This extraordinary early-flowering Mum can be had for potted plant sales from June 15 to the middle of October. It is in bloom as early as June 15, but can be had for later date by removing the buds, as it grows a new lot of buds; these in turn can be removed again if bloom is wanted for the middle of October.

It grows only to a height of 12 inches and requires absolutely no pinching to keep it short. Ideal in every respect for a potted plant.

The color is a beautiful dark pink. It grows a double row of petals about two inches in diameter.

EILEEN MASSON received 83 points from The Chrysanthemum Society of America. Plants out of 2-inch pots.



Woolf's Pink



Gladys Pearson

\$12.00 Per 100; \$100.00 Per 1000

CHRYSANTHEMUM STRONG ROOTED CUTTINGS

Delivery Spring of 1929—Early Orders Advisable

WHITE

Early Frost
Smith's Advance
Oconto
Quaker Maid
Mrs. Tim
Betsy Ross
White Chieftain
Miss Chicago
Monument
White Mistletoe

YELLOW

Yellow Frost
Yellow Advance
Golden Glow
Gold Lode
Sun Glow
Golden Measure
Friendly Rival
Honey Dew
Adrian's Pride
Whittier
Mrs. Nellie T. Ross
Mrs. R. M. Calkins
Golden Chadwick
Yellow Mistletoe

PINK

Smith's Enchantress
October Rose
Pink Chieftain
J. W. Prince
Dr. Enguehardt
Pride of Richmond
Thanksgiving Pink
Mrs. E. A. Seidwitz

BRONZE AND RED

Calumet
Indianola
Mrs. G. G. Mason
Gladys Pearson
Antique
Smith's Brilliant

NOTE: The above are listed in the order of their blooming periods except as otherwise noted below.

The above varieties at \$4.00 per 100; \$35.00 per 1000, except the following, which are priced as listed.

Variety	Per 100	Per 1000	Variety	Per 100	Per 1000
Friendly Rival	\$15.00	\$140.00	Detroit News. One of the earliest large bronze...	\$7.00	\$60.00
Pride of Richmond	15.00	140.00	Edgar S. Kelly. Early white. An improvement		
Indianola	15.00	140.00	over Betsy Ross	7.00	60.00
Miss Chicago	10.00	80.00	Chattanooga. Late white; good shipper	7.00	60.00
Honey Dew	10.00	80.00	Towanic. Pure white; matures for Thanksgiving	5.00	45.00
Golden Measure	5.00	45.00	December Glory. Pure white; late flowering	5.00	45.00
Golden Chadwick	5.00	45.00	Golden Queen. Bright yellow. Matures between		
Smith's Brilliant	5.00	45.00	Golden Glow and Chrysolora	5.00	45.00
Mrs. G. G. Mason	5.00	45.00	Golden Glory. A good midseason yellow for com-		
Mrs. Tim	5.00	45.00	mercial growers	5.00	45.00
Woolf's Pink. The finest large early pink	15.00		Golden King. Excellent for Thanksgiving	5.00	45.00
Clar B. Ford. Similar to Bonnafon; a trifle larger			Adrian's Pride. A variety to replace Golden Chad-		
and with stronger neck	7.00	60.00	wick for Thanksgiving	5.00	45.00

The above varieties are listed in the order of their blooming periods (except as otherwise noted)
250 at 1000 rate

POMPONS, SINGLES AND ANEMONES, R. C.

WHITE

Margot
Uvaldo
Minong
Marianna
Mensa
Blanche
Mary Pickford
Chicago Pearl
Yuletide

YELLOW

Yellow Normandie
Norine
Zenobia
Golden Climax
Nuggets
Imp. Golden Mensa
Peter Pan
Crawfordia
Baby
Betty Watkins
Sunshine
Gold Septre
Rodell
Christmas Gold

PINK

Pink Normandie
Minta
Fairy Queen
Pink Dot
Garza
Rose Charm
Dainty Maid
Mrs. E. D. Godfrey
Mary Nanzig
Western Beauty

BRONZE AND RED

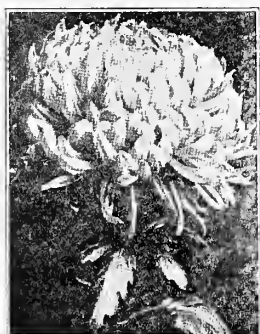
Iva
New York
Hilda Canning
Frank Wilcox
Mrs. Beu
Graystone
Rowena
Governor Lake

The above at \$4.00 per 100; \$35.00 per 1000, except the following:

Sunshine
Chicago Pearl
Pink Normandie
Yellow Normandie

These are \$5.00 per 100; \$45.00 per 1000

The above varieties are listed in the order of their blooming periods
250 at 1000 rate



Mrs. R. M. Calkins



Clara B. Ford

FERNS

Generally deliverable in quantity May-June, however, we can frequently supply same throughout the year.

We have made a contract with one of the foremost Fern Specialists to supply us with a fine, clean stock.

Nephrolepis Bostoniensis, 2¼ inch pots.	Roosevelt. 2¼ inch pots.
Dwarf Boston. 2¼ inch pots.	Teddy Jr. 2¼ inch pots.
Scotti. 2¼ inch pots.	Verona. 2¼ inch pots.
	Whitmani. 2¼ inch pots.

F. O. B. EASTERN SHIPMENT

Price of the above \$7.50 per 100; per 1000, \$65.00.

TABLE FERNS

(IN FLATS, JUNE DELIVERY)

We mention a few of the most desirable sorts, but can generally supply all varieties in commerce. All f. o. b. Eastern Shipment.

Aspidium Tsussimense.	Pteris Wimsetti.	Alexandria.
Cyrtomium	Wilsoni.	Victoria.
Rochfordianum	Serrulata.	Rivertoniana.
	Tremuia.	Cretica-Albo-Lineata.

Price of Table Ferns, \$3.00 per flat; 10 flats or more at \$2.75 per flat.

SPIRAEA CLUMPS FOR FORCING

Spiraeas, previous to the U. S. embargo, were in great favor with the trade, after which, because of the difficulty in obtaining satisfactory quality roots these desirable plants lost their vogue to a large extent. Now, however, roots equal, if not superior, to stock formerly imported are obtainable, and at a price that is bound to bring back this old favorite to popular demand. Spiraeas provide a very satisfactory blooming plant at very low cost, especially for Easter and Mothers' Day sales.

SPIRAEAS

(NOVEMBER-DECEMBER DELIVERY)

Extra fine two-year-old clumps.

Gloria. Pink.....	} PRICES ON APPLICATION
Gladstone. White.....	
Queen Alexandria. Clear pink.....	
Princess Mary. Rose.....	
America. Lilac rose.....	
And all worth-while varieties.....	

YOU CAN MAKE A SAVING IN FORWARDING CHARGES BY PLACING EARLY ORDER FOR POINSETTIA STOCK PLANTS

**FRENCH HYDRANGEA**

A Popular Easter and Mothers' Day and Memorial Day Plant

FRENCH HYDRANGEAS

FOR EASTER, MOTHERS' DAY AND MEMORIAL DAY FORCING. FALL DELIVERY

Pot-grown and especially prepared for early forcing.

We now supply this important plant item to many of the largest growers in the U. S. A.—in some instances in carload lots. Our grower invariably finishes them A1 and we can furnish the various sizes in the most saleable varieties.

4-inch	} WRITE FOR PRICES
5-inch	
6-inch	
7-inch	

POINSETTIAS

"The Better Varieties"

Stock Plants—Spring, 1929, Delivery

The Poinsettia Now Holds the Same Place in the Floral Kingdom at Christmas Time as Does the Lily at Easter Time

We have contracted with a specialist grower in California to supply us with heavy field plants for propagating purposes and offer same at prices indicated below which are F. O. B. CALIFORNIA, however, on ALL ORDERS PLACED PREVIOUS TO FEBRUARY FIRST, 1929, the forwarding expense will not exceed two cents per pound to Chicago or New York, since we will bring stock through in Carload lot. Growers should, we believe, arrange for new "poinsettia blood" every second year at least and this, "full of pep" field-grown California stock is just what you should have to keep your plant quality up to the mark. Early orders advisable, particularly for Oak Leaf as this variety is none too plenty.

EARLY RED—TRUE CHRISTMAS RED. (This is the standard variety) AND PINK. Price, \$15.00, \$18.00, \$25.00 and \$30.00 per 100 according to size.

SAINT LOUIS, OAK LEAVED AND THE NEW VARIETY "HOLLYWOOD" recognized as a big improvement over the "TRUE CHRISTMAS RED." Price, \$25.00, \$35.00 and \$50.00 per 100 according to size.

HENRIETTA ECKE (DOUBLE RED) AND NEW CREAM WHITE, per 100, \$50.00

Gladiolus "Virginia" Is the Outstanding Cut Flower Variety of the Year



POINSETTA
Christmas True Red

POINSETTIAS

from 2¼ inch pots produced by a specialist.
Delivery June and later.
(Market price).

**FICUS ELASTICA**

Our source of supply for Ficus Elastica, Moss Rooted Cuttings, is second to none. They are produced by a grower who specialized in this line in Europe for a long period and who has operated in Louisiana for several years. This grower is thoroughly conversant with the needs of the American trade and understands the packing of this item so that stock will reach customer in first class condition. We can supply above in large volume. Prices on application.

Miscellaneous Roses for Pot Plants

Hybrid Perpetual. (Leading varieties, such as Magna Charta, Paul Neyron, etc.)

Hybrid Tea. (Leading varieties.) 2-year-old budded stock.
All Orders for Roses Booked at Market Price.

BENCH OR GARDEN ROSES FOR SPRING DELIVERY

This is now an important department of our business, and we have in Chicago and tributary towns the largest field in the world to draw from. We are generally in position to supply all varieties grown for cut flowers such as Premier, Templar, Pernet, Columbia, Briarcliff, etc. Write for latest market quotations or refer to list in classified columns of the Florists' Review, beginning March, 1929.

FICUS ELASTICA

(Rubber Plants) Moss Rooted Cuttings

Appreciating the importance of shipping Ficus cuttings that are properly rooted, with healthy leaves and packed to reach the buyer in good condition, we have arranged with a specialist in Louisiana for a large supply of same for delivery during the coming season. Ficus Elastica is now one of the most profitable plants which the florist grows. Price on application.

Florists' Forcing Roses

Roses forced in pots for Easter and other spring holidays has increased greatly in number in the past few years. No plants are more attractive. Through contract arrangements with specialist growers we are in position to supply strong two-year-old budded stocks of the highest quality and in the most up-to-date varieties.

Baby Roses

Ideal. Color intense lustrous garnet; the flowers are produced in very large trusses and are very effective.

Baby Rambler (Mme. Levvasseur). Crimson.

Baby Tausendschon. Pink, white shading.

Baby Orleans. Geranium-red.

Baby Erna Teschendorf. Rosy-pink.

Baby Ellen Poulson. Cherry-pink.

Baby Koster's Orleans. Rosy-pink.

And all other worth-while varieties in commerce.

Climbing or Trailing Varieties

Eugene Jacquet. A vigorous growing Rose, producing large clusters of fragrant cherry-red flowers. We predict that Eugene Jacquet will be more freely grown for Easter forcing than any of the other sorts usually produced for this purpose.

Rosarie. Sport from Tausendschon. Like the standard Tausendschon in habit with very charming pink or carmine flowers. An American introduction worthy of much attention. A favorite florists' forcing variety.

Tausendschon. The buds are cherry-pink, opening to very double flowers of softer shades that eventually fade to white.

Dorothy Perkins. Clear cherry-pink, slightly fragrant flowers, borne in great profusion and lasting for a long time.

Excelsa, H. W. (Walsh, 1908.) An intense crimson, with the edges of the petals a little lighter, produced in immense clusters.

Crimson Rambler. Great masses of crimson, semi-double flowers are borne by the vigorous plants.

Paul's Scarlet. The brightest and purest red of all pillar roses.



FICUS ELASTICA
(Rubber Plants) Moss Rooted Cuttings

Refer to Classified Pages of Florists' Review for Special Plant Offers

Cane Stakes. Japanese.		Per 1000
Green Dyed, 1½-foot, 2000 to a bundle.....		\$ 3.00
2 -foot, 2000 to a bundle.....		4.00
2½-foot, 2000 to a bundle.....		4.50
3 -foot, 2000 to a bundle.....		5.00
3½-foot, 2000 to a bundle.....		6.00
4 -foot, 2000 to a bundle.....		7.00
Natural—5 -foot, 2000 to a bundle.....		8.50
Natural—6 -foot, 2000 to a bundle.....		10.00

		Each	Doz.
Chenille. All standard colors. 12-yd. rolls.....		\$0.45	\$4.50
Chiffon. Bolts 40 yards. Domestic, 4-inch, all colors, 6c per yard.			
Chiffon. Bolts 40 to 45 yards. French, 6-inch, all colors, 7c per yard.			
Chiffon, Valley. 6-inch, all colors. French. 9c per yard.			
Chiffon Domestic. 40-yd. bolts, 6-inch. 7c per yard.			
Elephant Gauze. Metalline, moisture proof, 6-inch, 7c per yard.			
Chip Mats.			

Plain Colors, \$1.25 per dozen, \$ 8.50 per 100.
 Plaid Checks, \$1.50 per dozen, \$10.00 per 100.

Galvanized Steel Wire Stakes.		Gauge No. 8	Per 1000
Gauge No. 9	Per 1000	3½ ft.	
1½ ft.....	\$ 5.50	3½ ft.....	\$15.65
2 ft.....	7.25	4 ft.....	16.95
2½ ft.....	9.00	5 ft.....	20.00
3 ft.....	10.50	6 ft.....	25.00

PEERLESS PLANT STAKES

Non-Rusting

Made of copper bearing galvanized metal—they last indefinitely.

Two Lengths

They are made in two lengths, and, fully equipped with cards, are priced as follows:

12 inch	18 inch
12 for \$ 1.50	12 for \$ 1.95
25 for 3.00	25 for 3.90
50 for 5.00	50 for 5.75
100 for 8.50	100 for 10.00
500 for 40.00	500 for 47.50
1000 for 75.00	1000 for 90.00

Clips. Bulldog. Box of 1000, 85c; carton of 10,000, \$7.50.
Clips. Rose Everlasting. Box of 1000, \$3.75; 10 boxes, \$35.00.

Crepe Paper. Payprus Waterproof.

All colors, per roll, 35c; per doz., \$3.60; per 100, \$27.00.

Corsage Shields. Doz., \$2.25; gross, \$20.00. All colors.

Cycas Leaves.

	Per 10	Per 100		Per 10	Per 100
8 to 12.....	\$0.40	\$3.00	28 to 32.....	\$0.75	\$7.00
12 to 16.....	.45	3.50	32 to 36.....	.85	8.00
16 to 20.....	.50	4.50	36 to 40.....	1.00	9.00
20 to 24.....	.60	5.00	40 to 44.....	1.10	9.50
24 to 28.....	.65	6.00	44 to 48.....	1.25	13.00

Greening Pins. New Philly.

Box of 10 lbs., \$2.25; 10 boxes, \$20.00.

Hose, Electric.

	50 ft.	100 ft.
¾-inch, per foot.....	\$0.22	\$0.21
Couplings, 25c each, extra.		

Hyacinth Stakes (See Match Sticks).

Labels.	Plain	Painted
4-inch, per 1000.....	\$1.35	\$1.65
5-inch, per 1000.....	1.60	2.25
6-inch, per 1000.....	2.00	2.50
8-inch, per 1000.....	5.00	5.50
10-inch, per 1000.....	5.50	6.50
12-inch, per 1000.....	6.10	7.70
Tree Labels. 3½-inch copper wire.....	1.95	2.35

Lycopodium, Dyed. 10-lb. cartons, \$2.75 per carton.

Moss, Sheet. \$2.25 per sack; 5 sacks, \$10.00; 10 sacks, \$17.50.

Moss, Sphagnum. Burlapped bales.

F. O. B. Chicago

1 bale	\$ 1.50
5 bales	7.00
10 bales	13.50

Prices quoted on larger quantities, f.o.b. Woods, 1929 delivery.

Magnolia Leaves. Dr. Dux. Brown, Green, Purple. \$1.65 per box; 6 boxes, \$1.60 per box; 12 boxes, \$1.55 per box; 100-lb. cases, \$21.00 per case. Red. Per box, \$2.10.

Match Sticks. (Hyacinth Sticks.)

Dyed Green, 12-inch, per 1000.....	\$1.75
Dyed Green, 18-inch, per 1000.....	2.65

Neponset Pots—F. O. B. Chicago or New York.

Size	Crate Holds per 1000	Size	Crate Holds per 1000
2¼-inch.....	1000	4 -inch.....	500
2½-inch.....	1000	5 -inch.....	500
3 -inch.....	1000	6 -inch.....	500
3½-inch.....	1000		

Paper.

Tissue, American Beauty, 400 sheets.....	\$ 1.35
Tissue, American Beauty, 4000 sheets.....	12.50
Green Wax, 400 sheets.....	2.25

Green Wax Paper. 3-inch rolls; a time-saver and no waste; 12 lbs. to a box. Per box of 12 rolls, \$2.50.

Genuine German Imported Peat Moss. Many consider this a superior article for greenhouse use.

F. O. B. F. O. B.
 New York Chicago

Peat Mull.

Single bales	\$3.00	\$4.50
5 bale lots, per bale.....	2.85	4.25
10 bale lots, per bale.....	2.80	4.10
25 bale lots, per bale.....	2.75	3.90

Pussy Willows

	Per doz.	Per gross
Single stem. (Box of 36 doz.).....	\$0.35	\$4.00
3 stem. (Box of 12 doz.).....	.60	6.50

Raffia, Natural. Best grade. Lb., 35c; 25 to 50 lbs. at 32c per lb.; per bale of 220 lbs., 30c per lb. (Subject to change.)

Ribbonzene Bon Ton. All colors, 500 yd. spool, \$1.50.

Ribbons. Leonard Pot Tie Ribbon tinsel striped. Assorted colors. 50 yds., \$1.25. Box of 24 pieces at \$1.20 each.

Tie More Fibre Ribbon. Per bolt, \$1.15; 20 pieces to box at \$1.00.

Shower Ribbon.

No. 2 white, picot edge, 50-yd. bolts, each \$1.50; per doz. bolts, \$1.25 each.

German Statice—White.

Best Statice on market. Imported by us direct from Germany.

1 lb. lots.....	\$0.90
10 lb. lots, per lb.....	.80
25 lb. lots, per lb.....	.70

Crate of 110 lbs., per lb., 60c.

Thread, Green. Box of 8 spools, \$1.25.

Tinfoil. Plain 5-inch, 6-inch and 7-inch.

1 lb., 25c; 10 lbs., \$2.00; 100 lbs., \$16.00.

Green or Violet, 45c per lb.; 10 lbs., 40c per lb.

Toothpicks. (Wired.)

Plain box, 10,000.....	\$ 2.50
Plain box, 50,000.....	11.00
Green box, 4,500, 4-inch.....	3.00
Green box, 3,000, 6-inch.....	2.50
Green box, 8,000, 3-inch.....	3.25

Twine, Cotton. 5-lb. sacks, 3- to 4-ply, 50c per lb.

Wire. 12 lbs. to box, cut 12-inch and 18-inch

No. 18.....	\$1.30
No. 20.....	1.40
No. 22.....	1.70
No. 24.....	2.30

Wire Work. At standard prices; all designs.

FLORISTS' HIGH GRADE FERTILIZERS

Chicago Is the "Fountain Head" for Supply
 Sold Under the Basis of Guaranteed Analysis

Fertilizers. All prices quoted f. o. b. Chicago, except where quoted f. o. b. New York.

	100 lbs.	500 lbs.	1000 lbs.	Ton
Wizard Pulverized Sheep Manure, f. o. b. Chicago.....	\$2.65	\$10.00	\$17.00	\$32.00
Wizard Pulverized Sheep Manure, f. o. b. New York.....	3.25	15.00	26.50	50.00
Wizard Cattle Manure, f. o. b. Chi- cago	2.65	10.00	17.00	32.00
Wizard Cattle Manure, Shredded, f. o. b. New York.....	3.25	15.00	26.50	50.00
Rose Growers' Bone Meal.....	4.00	18.00	35.00	67.00
Regular Grade Bone Meal.....	3.50	15.00	29.00	55.00
Blood and Bone.....	4.00	18.00	35.00	67.00
Star Acid Phosphate, 16 per cent.	2.20	8.30	15.00	29.50
Dried Blood	7.00	33.00	62.50	120.00
Special Carnation Mixture. Pot- ash derived from sulphate.....	3.00	14.00	26.00	50.00
Horn Shavings, \$4.50 per sack; 10 sacks, \$4.25 per sack.				

Fertilizers, Insecticides and Florists' Requisites



VIGORO—The Fertilizer That Provides More Profit to the Grower

Hundreds of commercial flower growers and nurserymen are using Vigoro to grow high quality flowers and nursery stock with less fuel and labor. This means more profit to them.

Frank Oechslin, authority on flower growing, says: "We have for the past three years been using Vigoro both in the mixture of our soil and as a top dressing with excellent results." The D. Hill Nursery Company of Dundee, Ill., says: "Vigoro gives healthy growth and vigor to plants in landscape planting where soil is poor and cultivation neglected."

Vigoro is a complete plant-food, scientifically prepared to supply all of the elements of plant-food needed for sturdy and beautiful growth—clean, odorless, easy to apply. Complete directions in every bag.

Factories convenient to all territories.

Prices per 100 lb. bag, \$3.50. (Minimum order 500 lbs.)

For shipment to Rocky Mountain States and West and New England States. Price as below:

Per 100 lb. bag, \$3.85. (Minimum order 500 lbs.)

All prices f. o. b. Shipping Point.

"VOLCK"

FLORIST INSECTICIDES

For elimination of Red Spider, Mites, White Fly, Scales, Mealy Bug, Caterpillars, Aphids, Thrips, etc. One of the most effective insecticides on the market. Descriptive circular free. Per pint, \$0.75; per quart, \$1.00; per gallon, \$3.00; 5 gallons, \$12.00.

Nico-Fume Liquid. 1-lb. can, \$2.00; 4-lb. can, \$6.25; 8-lb. can, \$11.50.

Nico-Fume Paper, 24 sheets, \$1.25; 144 sheets, \$5.00; 288 sheets, \$8.75.

Nico-Fume Powder, 5 lbs., \$3.75; 10 lbs., \$6.85.

Cyanogas.

100-lb. drum \$30.00

25-lb. tins 10.00

5-lb. tins 3.00

Wilson's O. K. Plant Spray. A powerful, yet harmless efficient insecticide, which has stood the test. \$3.00 per gallon; 5 gallons, \$12.00.



EVERGREEN INSECTICIDE

NON-POISONOUS INSECTICIDE KILLS PLANT INSECTS

Harmless to Man

ENDORSED BY

Experiment Stations
Market Growers and Florists

1½ oz. bottles..... Each \$0.35

6 oz. bottles..... Each 1.00

16 oz. bottles..... Each 2.00

32 oz. bottles..... Each 3.85

1 gal. bottles..... Each 13.00

"SEMESAN"

The Premier Seed Disinfectant
Controls Disease

Produces Sturdier Plants

Improves Quality

Hastens Germination

Increases Crop Yield

Prevents Damping Off

Price: 2 oz., \$0.50; 1 lb., \$2.75.
(Booklet in connection with use of Semesan mailed free)

Note: Semesan cannot be forwarded via mail.

BRAND NEW! RAIN KING HOSE COUPLER

PITTSBURG ROSE NOZZLE
The ideal Spray for reaching underside of Roses and other plants. Each \$1.75.

The illustration opposite shows how the Rain King Hose Coupler connects. Simply slip the grooved recess on the right hand part onto the grooved projection of the other part and it snaps together—INSTANTLY.

Instead of screwing your hose connections together, you can now snap them on—Instantly. This

new invention makes your sprinkling job easier, because it eliminates the trouble and annoyance of connecting your hose in the same old way.

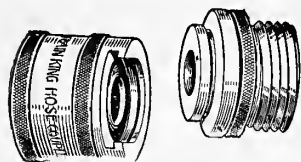
The Rain King Hose Coupler is machined from solid brass bars and precision made throughout. Fits nozzles, sprinklers, and standard hose connections.

PRICES: FOR ¾-INCH HOSE

Complete Coupler as per illustration.....	Each \$0.60
Female half only.....	.35
Male half only.....	.25

FOR 1-INCH HOSE

Complete coupler as per illustration.....	Each \$0.80
Female half only.....	.45
Male half only.....	.35



DIAMOND JACKS

Auxiliary Vase for Baskets

Illustrated Opposite

DIAMOND JACKS FIT ALL
SIZED BASKETS

It helps the florist to make elaborate showings with less flowers, thus reducing expenses.

Enables the florist to display beautiful short stemmed novelties high up into the baskets.

Price, 35c each in boxes of 25.

GERMAN STATICE

We import yearly and in carload lots a high grade of Statice from Germany, and usually are in position to furnish this desirable florists' material throughout the year supplying dry and clean stock that will carry in good condition for a long period of time. Statice, either natural or dyed, is now indispensable to the average florist.

Prices: Per lb., 90c; 10 lbs. at 80c per lb; 25 lbs. at 70c per lb., crate of 110 lbs. at 60c per lb.

Write for price on quantity. We are headquarters for this item.—A. B. C.

We are headquarters and stock in large volume Bamboo Cane Stakes, Japanese Mats (direct importations of both, semi-yearly from Japan), Neponset Paper Flower Pots, Sphagnum Moss, Insecticides, Fertilizers, etc. If you are in the market for any of the above mentioned in volume,

please write us for latest market quotations.

ORDER SHEET

For **A.B.C. SEEDS, BULBS, PLANTS, Etc.**

ORDER NO.

Date_____192__

AMERICAN BULB COMPANY, 6 Murray Street, New York, N. Y.

Ship To (Please prefix NAME (Mr., Mrs. or Miss) _____ c/o _____

Street _____ P. O. Box _____

Post Office _____ R. F. D. No. _____

**Freight or
Express Address.**

County _____ State _____

Please DO NOT Write
in Space Above.

SEND BY **MARK X**
Over the word designating method
by which shipment is desired

FREIGHT

EXPRESS

BOAT

PARCEL
POST

**LOCAL
EXPRESS**

ORDER
FILLED BYDATE
FILLED

DOUBLE
CHECKED BY

Veg. Seeds

Flo. Seeds

Bulbs

Plants

Sundries

Insect.

Grass Seed

Fertil.

Shipped Via and Date.

IF OUT OF VARIETY ORDERED KINDLY STATE IF WE HAVE YOUR PERMISSION TO SUBSTITUTE EQUAL OR BETTER IN NEAREST WE CAN SUPPLY? Answer _____

[illegible]

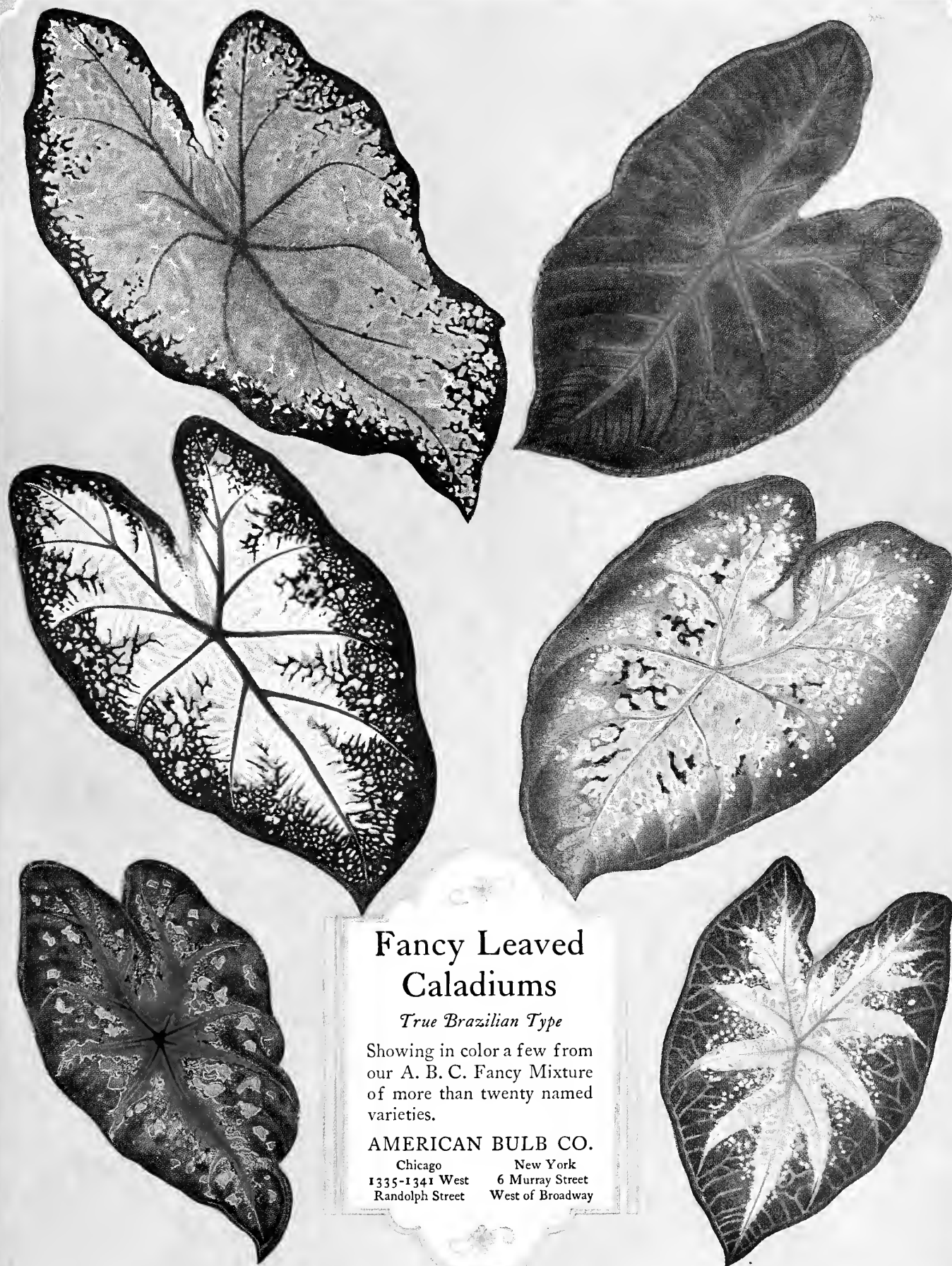
KINDLY DO NOT ASK QUESTIONS ON THIS ORDER SHEET, BUT WRITE THEM, AND ALL COMMUNICATIONS REQUIRING AN ANSWER, ON A SEPARATE SHEET AND ENCLOSE WITH ORDER, TO INSURE A PROMPT REPLY.

DISCLAIMER: The American Bulb Co. gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

[SEE OTHER SIDE]

[illegible]

[SEE OTHER SIDE]



Fancy Leaved Caladiums

True Brazilian Type

Showing in color a few from
our A. B. C. Fancy Mixture
of more than twenty named
varieties.

AMERICAN BULB CO.

Chicago
1335-1341 West
Randolph Street

New York
6 Murray Street
West of Broadway



- (A) LILIUM LONGIFLORUM
- (B) LILIUM SPEC. ALBUM
- (C) LILIUM SPEC. MAGNIFICUM
- (D) LILIUM AURATUM
- (E) LILIUM GIGANTEUM

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